

- 44 ANALYSIS OF INQUIRIES FROM BUSINESS PAPER ADVERTISING: II.....A. E. EARLEY
 — Response and Readership, Monthly Patterns, Frequency, Repetition —
 57 Media Strategists Solve a Farm Marketing Problem.....STAFF
 62 How Media Are Selected in a National Political Campaign.....STAFF
 63 How Grant Advertising Buys Media.....Interview with REGINALD L. DELLOW

Media scope®

July 1960 75 Cents

serving the media-buying function / published by Standard Rate & Data Service, Inc.



*"Media buying is only one
 part of solution of a market-
 ing problem."*

REGINALD L. DELLOW



ADMINISTRATIVE...



PRODUCTION...



ENGINEERING...

URCHASING...

G.

How can you CONCENTRATE TO DOMINATE the metalworking market...

... and still cover all four buying influences? Metalworking is BIG... accounts for over half of all manufacturing in the nation. Metalworking is BROAD... embraces nine high volume SIC segments. Metalworking is GROWING... will increase from \$150 to \$225 billion by 1965... \$340 billion by 1970. In the light of these facts... are you investing enough to make the most of this BIG, BROAD, GROWING market? Are you covering all SIC segments... all important buying influences? Are you concentrating your dollars... to create a dominant campaign in the publications which can help your salesmen most? Of course, you use the "verticals" and single function publications to round out your program. But first, make sure you invest *enough* dollars in a publication that enables you to CONCENTRATE TO DOMINATE the managers in *all* of Metalworking America. STEEL will do the job for you. STEEL's circulation is proportionately matched to all SIC's in metalworking. By editing to the common interests of metalworking managers... STEEL covers all key buying influences in administration, production, purchasing and engineering. In STEEL... you can CONCENTRATE TO DOMINATE.



serves all four functions best because it serves them all

A PENTON Publication Penton Building Cleveland 13, Ohio

Boston Globe paper boy sells tough customer

2



Morning and Evening editions of the Boston Globe are practically the same. Result: almost nobody reads them both, and advertisers get less wasted, duplicated circulation. The Globe gives you more home

delivery, too — and a bigger Sunday circulation by far. And it has more ROP color and more classified than any other Boston paper. In short, you get more of everything with The Globe — especially readers.

A Million Market Newspaper
NEW YORK • CHICAGO • DETROIT
LOS ANGELES • SAN FRANCISCO

The Boston Globe gives you more of everything — especially readers

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MEDIA PLANNING

- How Three Media Strategists Lick a Farm Marketing Problem..... 37
How to Keep Advertising Tied to Objectives..... ROBERT F. ELDER 94

MEDIA TECHNIQUES

- Media Buying for Grant Advertising: Interview with REGINALD L. DELLOW 33
How Media Are Used in a National Political Campaign..... 62

ORGANIZATION MATTERS

- More Views Offered on Adequate Rate Protection..... 56
Dissent on Question 22 of AIA Media Form..... 82

MEDIA AND MARKET DATA

- An Analysis of Inquiries from Business Paper Advertising...A. E. EARLEY 44
New Method Compares Media for Purchasing Potential..... 58
Dictionary of Terms Useful to Buyers of Media..... 99
MEDIA/SCOPE's Record of National Advertising Expenditures..... 104
Trends in National Newspaper Advertising..... 108
Videodex National Rating Analysis..... 110
MEDIA/SCOPE's Advertising Cost Index..... 117

TRENDS AND TREND-MAKERS

- What is the Image of the Media Buyer?.....WALTER E. BOTTHOF 5
Scope on Media: A Look Around and a Look Ahead.....THE EDITORS 11
Trade TalkDAVE WASKO 14
Men of the Month in Media: HERBERT D. MANELOGE, JAY M. SHARP..... 27
Biggest Single Problem in Buying Space in Consumer
MagazinesMEDIA/FORUM 31
Adventures in Promotion: The Big Award to
Mark EthridgeGEORGE BENNEYAN 41
600 New Media Each Year.....DR. H. P. ALSPAUGH 80
Media Have Right to Refuse
Questionable AdvertisingMORTON J. SIMON 88
Enough is Enough.....LIONEL M. KAUFMAN 95
What's Wrong with Us?.....HOWARD G. SAWYER 96
Spot Pre-emptionsISABEL ZIEGLER 98
Media/trends 101
Editorial: What Should a Media Buyer Know?.....ROGER BARTON 128

DEPARTMENTS

- Letters 16 Media/dates 112
Media/quotes 22 Promotions and Presentations.... 120
Scope on People..... 92 Personnel Changes 124
Media and Market Studies..... 106 Advertising Index 126

WHAT'S AHEAD FOR AUGUST

- Media Management at Allis-Chalmers.....Interview with J. W. MURPHY
The Growing Nature of Television as a Spot Carrier.....STAFF
Adventures in Promotion: The First Time I Met Fleur.....GEORGE BENNEYAN
Shulton's Race for Sales.....STAFF

COVER

Reginald L. Dellow, director of media, Grant Advertising, Chicago, Illinois.
Drawing by E. Raymond Kinstler.

SUBSCRIPTION RATES AND QUALIFICATIONS

For qualified people in media-buying in the U. S., its Possessions and Canada: \$3 a year, \$5 two years, \$7 three years. All other countries \$6 a year, \$10 two years.
For people outside the media-buying function (publishers, time and space salesmen, associations, research organizations, etc.) in U. S., its Possessions, Canada: \$7.50 a year. All other countries \$10 a year.
Subscription orders must show name and title of individual, name of company, and nature of company's business. Publisher reserves right to refuse non-qualified subscriptions.

MEDIA/SCOPE is published exclusively for those people with advertiser companies and advertising agencies engaged in or contributing to the media-buying function.
MEDIA/SCOPE is published monthly by Standard Rate & Data Service, Inc., 3201 Old Orchard Road, Skokie, Ill. Printed in U. S. A. Accepted as controlled circulation publication at Lafayette, Ind., and Skokie, Ill. Copyright 1960 by Standard Rate & Data Service, Inc. Change of mailing address must reach Circulation Department two weeks in advance of publication date.



FAWCETT... SALESPOWER IN DEPTH THROUGH EDITORIAL DIRECTION

Every month a multitude of men and women—11,000,000 strong—spends money for Fawcett Publications. They read these publications with enthusiasm and avid interest because every page in every book is edited for their special interests. From the practicing homemaker to the young man on the way up... from the automotive enthusiasts... to the newly marrieds—Fawcett editors talk directly with every reader. That becomes salespower in depth—a more interested audience for your advertising. Doesn't that interest you?

WOMAN'S DAY TRUE MECHANIX ILLUSTRATED MOTION PICTURE TRUE CONFESSIONS CAVALIER

MEMO TO MEDIA:

AN ECHO OF THE MEDIA AWARDS

Recently, you received a brochure describing the Media Awards ceremony held in April at the Waldorf-Astoria. An executive of a southwestern newspaper was kind enough to write to me and say that because he was not able to be present, he was pleased to receive a description of this event. Our purpose in sending these brochures was to provide such a facility and to provide a memento for those who were there. Particularly, the happy winners.

There has been much favorable comment about the awards. Many people seemed to recognize that this was an effort to provide an additional incentive for better practice in the media-buying process. Better practice in each division of this business of ours means better advertising for the advertiser and a more attractive picture of advertising for the public at large.

At least one person, we hope no more, dismissed the brochure with the comment that award entries judged by a magazine in its field couldn't be of much consequence. We certainly agree. But Media/scope has had no part in judging entries or making any decision as to their merit. This responsibility has fallen in 1959 and 1960 to a group of eminent advertising people whose qualifications for the task are superlative and who have graciously contributed their time and talent because of their interest in the subject.

Media/scope's part in all this has been to cause the awards to happen. Because there is a Media/scope, Larry Deckinger's idea for the awards appeared as an article in it, and the idea quickly inspired enthusiasm. Even good ideas sometimes die if not nurtured. This one was good and it was nurtured by Editor Roger Barton.

This is a part of Media/scope's obligation to serve, to help advertisers and agencies buy advertising more efficiently.

Sincerely,



A. W. Moss
Assistant Publisher

(This insert appears only in those copies going to our complimentary list.)

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MEDIA/SCOPE

serving the media-buying function
Published monthly by
Standard Rate & Data Service, Inc.



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Roger Barton

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Abraham A. Lewis, *Associate Editor*
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Bernice Nelson, *Editorial Associate*
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& Treasurer*

EDITORIAL AND BUSINESS OFFICES

PUBLISHING & EXECUTIVE OFFICE

5201 Old Orchard Road
Skokie, Illinois
Orchard 5-8500

ADVERTISING & SALES OFFICE

420 Lexington Avenue
New York 17, New York
Murray Hill 9-6620

SOUTHWESTERN OFFICE

James H. Cash Co.
818 Exchange Bank Bldg.
Dallas 35, Texas
Fleetwood 1-4523

PACIFIC COAST OFFICE

Don Harway & Co.
1709 W. Eighth Street
Los Angeles 17, Calif.
Hubbard 3-5141

From the publisher's notebook

IMAGE OF THE MEDIA-BUYER



Nowadays we talk about a business, a function, a person, a product in terms of its image, meaning the general impression it makes upon the collective mind of its public. The corporate image, the publication image—these are the high or the low esteem in which they are held by those who in one way or another come under their influence. They are the mental pictures we have of the many qualities which go to make up the personality of the entity out of which the image is created.

It is quite appropriate therefore for MEDIA/SCOPE to ask: "What is the image of the media-buyer?" Or better still, "What is the image of the media-buying function?" If this image could be photographed it would make an interesting comparison with the tintype of the past. Would the image of the modern practice of media-buying be that of a specific individual, or a composite of many titles who at various stages of the process have some influence on the function? Would the human side of the function exemplify the open mind in ceaseless quest of facts buttressed by sound independent judgment?

A quick look at the media-buying function in terms of the increasing billions of dollars which are channeled through it and the media which are the beneficiaries of these advertising dollars may be helpful in conjuring up our image.

Our national network of mass communications embracing print, broadcast and other major media serves the two-fold purpose of informing, educating and entertaining on the one hand; and on the other it provides the means to make known to 175 million people the products and services which are available to them for the better life.

These 175 million people are reached continuously and appealed to incessantly in different ways. These collective billions of impressions extolling the virtues of our myriad products and services, the gross national product of which will reach the unprecedented figure of \$500 billion in 1960, create a staggering sales and promotion impact through:

1600 daily newspapers accounting for a total distribution of 57 million copies daily.

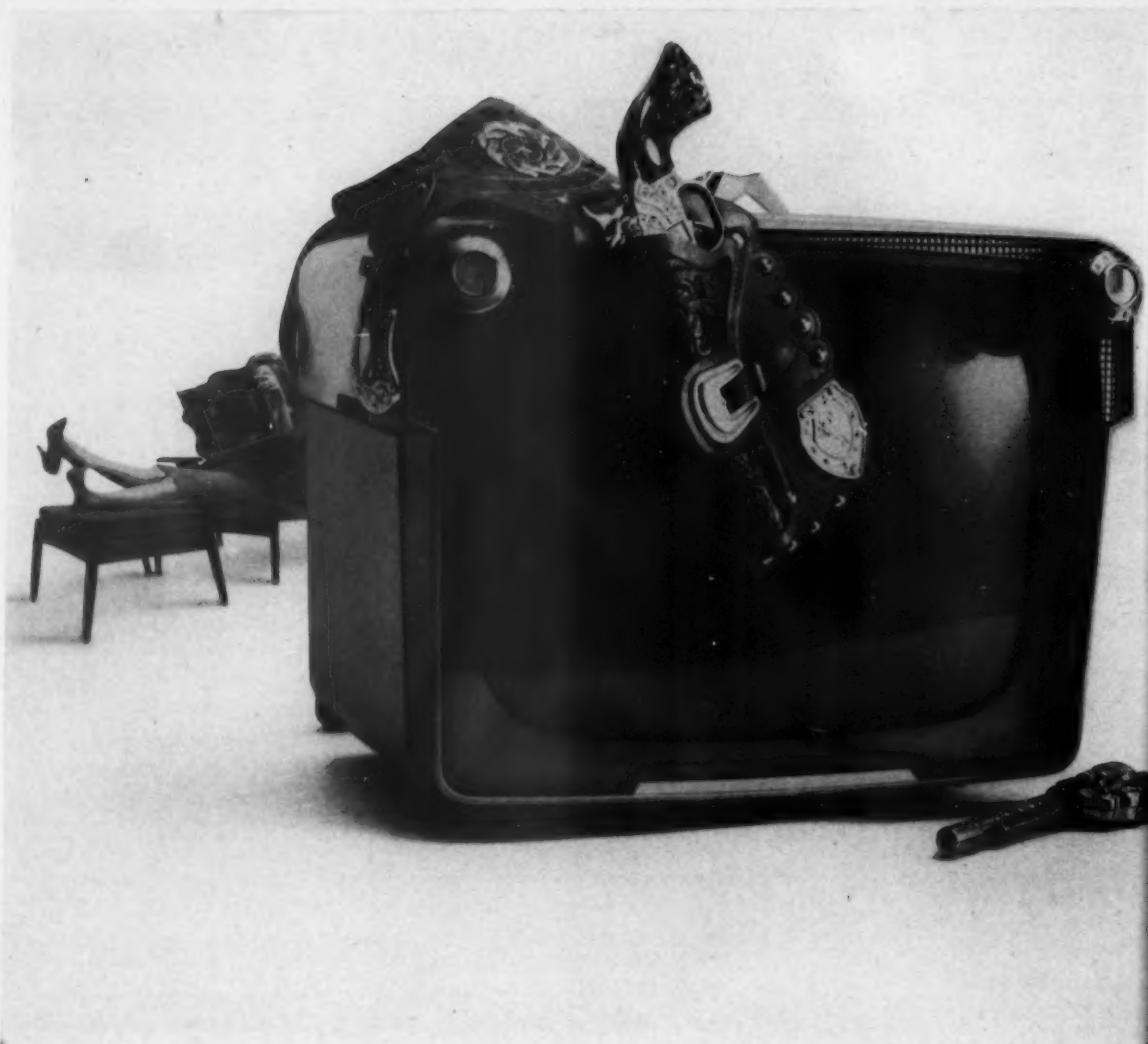
1100 consumer magazines accounting for a total of 190 million copies per issue.

2700 business magazines with a combined circulation of 42 million copies per issue to industrialists, scientists, merchandisers, technical men and women.

4000 radio and television broadcasting stations broadcasting daily to some 110 million radio and television receivers.

No wonder Dean Edward Barrett of the Graduate School of Journalism, Columbia University, reported in the University Bulletin, February 27, 1960: "Never has the nation had such need for the inspired reporter, writer, the great editor, the brilliant broadcaster, and the capable *media manager* [italics mine]."

It is the responsibility of MEDIA/SCOPE to give meaning to the media-buying image, and to alert its readers to its constantly changing profile.



Now, while the guns are still

Sunday morning. No posses; stagecoach isn't due for another two hours; the marshal is pounding the sack and most of the good guys and bad guys are still home on the range. Good time for you to mosey in to 18,300,000 homes in America's top markets. How to get there? **Sunday** Magazine network. No other magazine is read by as large an adult audience in as receptive and responsive an atmosphere.

Reading the Sunday papers is a thriving family tradition. Reaction to the ads in Sunday papers is a proven fact. **Sunday** readers spend more money for food, automobiles, cigarettes and tobacco products, appliances, travel, photographic equipment and just about any other column on a marketing

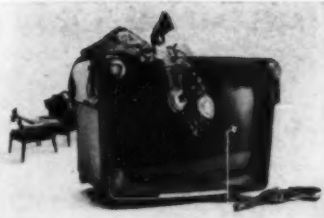
table than do readers of any other publication.

People read **Sunday** with a local point of view. They're interested in the locally edited features; they want to see what's new at the department stores, the supermarkets, the auto dealers. Their attitude is "buy now." Their decisions are felt at once in the stores.

If you want to reach 50% of the families in the top 50 markets where 50% of all retail sales are made—there's just one best way in print: the **Sunday** network—50-50-50 plan.

For more information on how and why **Sunday** is translated into more sales on Monday and Tuesday and Wednesday and so on . . .

...just look at the opposite page.



Now, while the guns are still

Adult westerners, as well as kid westerners, don't always have the same buying habits as adult and kid easterners, northerners and southerners. If you'll call MU 9-8200 and ask for a **Sunday** man—he will be pleased to tell you how **Sunday** gives you the flexibility you need to make the most of every advertising dollar.

1 CIRCULATION

Sunday	18,264,850
THIS WEEK	13,186,045
READER'S DIGEST	12,000,000
AMERICAN WEEKLY	10,044,396
PARADE	9,594,210
LIFE	6,700,000
SAT. EVE. POST	6,250,000
LADIES' HOME JNL.	6,300,000
McCALL'S	6,300,000
BETTER H. & G.	4,850,000

2 AVERAGE FAMILY COVERAGE

	Total U.S.	176 Metro Areas
Sunday	37%	46%
THIS WEEK	26	30
READER'S DIGEST	23	24
AMERICAN WEEKLY	21	25
PARADE	18	22
LIFE	11	13
SAT. EVE. POST	10	10
LADIES' HOME JNL.	10	11
McCALL'S	9	9
BETTER H. & G.	8	9

3 CPM 4-COLOR PAGE

Sunday	\$3.44
THIS WEEK	3.80
READER'S DIGEST	3.35
AMERICAN WEEKLY	3.86
PARADE	3.92
LIFE	7.02
SAT. EVE. POST	6.68
LADIES' HOME JNL.	5.25
McCALL'S	5.10
BETTER H. & G.	5.88

4 AVERAGE READERSHIP BY WOMEN OF EDITORIAL PAGES ONLY

	Noted	R.M.
Sunday	71%	41%
THIS WEEK	56	33
READER'S DIGEST	n.a.	n.a.
AMERICAN WEEKLY	64	40
PARADE	n.a.	n.a.
LIFE	51	27
SAT. EVE. POST	n.a.	n.a.
LADIES' HOME JNL.	59	36
McCALL'S	n.a.	n.a.
BETTER H. & G.	n.a.	n.a.

5 WOMEN READERSHIP 4-COLOR NAT'L ADS

	Noted	R.M.
Sunday	53%	11%
THIS WEEK	46	9
READER'S DIGEST	33	7
AMERICAN WEEKLY	44	8
PARADE	54	9
LIFE	34	6
SAT. EVE. POST	37	5
LADIES' HOME JNL.	44	10
McCALL'S	39	8
BETTER H. & G.	n.a.	n.a.

6 1959 ADVERTISING REVENUE

Sunday	\$50,000,000
THIS WEEK	42,800,000
READER'S DIGEST	33,100,000
AMERICAN WEEKLY	15,800,000
PARADE	24,500,000
LIFE	134,400,000
SAT. EVE. POST	97,600,000
LADIES' HOME JNL.	30,800,000
McCALL'S	20,300,000
BETTER H. & G.	25,600,000

7 NUMBER OF MEN READERS 18 AND OVER

Sunday	18,160,000
THIS WEEK	10,153,000
READER'S DIGEST	9,600,000
AMERICAN WEEKLY	7,634,000
PARADE	7,196,000
LIFE	6,298,000
SAT. EVE. POST	5,625,000
LADIES' HOME JNL.	1,134,000
McCALL'S	1,323,000
BETTER H. & G.	1,940,000

8 NUMBER OF WOMEN READERS 18 AND OVER

Sunday	17,352,000
THIS WEEK	11,999,000
READER'S DIGEST	11,280,000
AMERICAN WEEKLY	9,040,000
PARADE	8,539,000
LIFE	6,633,000
SAT. EVE. POST	5,625,000
LADIES' HOME JNL.	6,678,000
McCALL'S	6,741,000
BETTER H. & G.	4,899,000

SOURCES

1. Newspaper Distributed Magazines—ABC Publishers' Statements 3/31/59. General Magazines—Publishers' Guarantees.
2. Circulation—Latest available Audit Reports 1/1/59. Households—Sales Management 5/59.
3. Rates—Latest announced rates—SRDS May 1960. Circulation—Newspaper Distributed Magazines—ABC Publishers' Statements 3/31/59. General Magazines—Publishers' Guarantees.
4. 5. Daniel Starch & Staff.
6. P.I.B. and publishers' own estimates.
7. 8. Circulation: Newspaper Distributed Magazines—ABC Publishers' Statements 3/31/59. General Magazines—Publishers' Guarantees. Audience: Daniel Starch & Staff.

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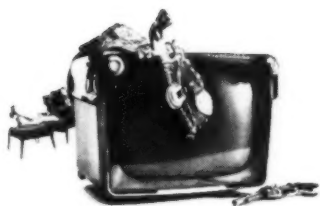
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More people read **Sunday** than any other magazine

SALES OFFICES: 250 Madison Avenue, New York 16, N. Y. • MUray Hill 9-S200
Chicago 1710 Tribune Tower • Detroit New Center Building • Los Angeles 3460 Wilshire Boulevard • San Francisco 155 Montgomery Street



the one that tells 'is

all wrapped up!

He spends a lot of time in
the pages of the Recorder...

alert and attentive to anything that
can make a good business better...
including what you have to sell. In the
shoe field, the Recorder holds the record
for reading time per copy.

Unique, authoritative, influential...
the one that tells 'em
is the one that sells 'em.

BOOT and SHOE

Recorder

A CHILTON  PUBLICATION



'is the one that sells 'em

announcing

THE THIRD NATIONAL STUDY OF SPORTS ILLUSTRATED SUBSCRIBER HOUSEHOLDS

SPORTS ILLUSTRATED's "Third National Study" (1960) shows that the magazine's subscribers have continued to increase in quality, keeping pace with the rapid growth of America's upper-income family market.

For example: The median income of subscriber families has increased to \$10,835 per year. There are now 245,000 SPORTS ILLUSTRATED families with incomes above \$15,000.

The new survey was carried out in consultation with the Advertising Research Foundation by Audits and Surveys Company, Inc. and Erdos and Morgan Research Service among a sample of 9500 subscriber households. The effective rate of return from a three-wave mailing was 81%.

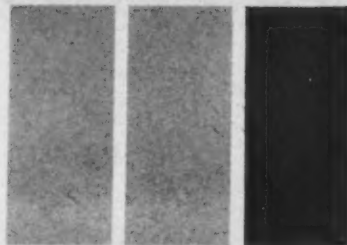
The report will contain completely up-to-date information about the SPORTS ILLUSTRATED market. Thanks to the substantial number of families included in the sample, supplementary reports will also be made available from cross tabulations on the relation between the purchase and use of a wide variety of products and services and such important subscriber characteristics as income, family size, and education and income of the household head. It should thus provide marketers with a wealth of new data on the buying habits of the upper-income families in America.

The basic report will be distributed to advertisers and agencies on or about July 15. To reserve a copy for your personal use, write to:

David L. McCoubrey
Research Director
SPORTS ILLUSTRATED
Time and Life Building
Rockefeller Center
New York 20, N. Y.

or call your nearest
SPORTS ILLUSTRATED
branch office.

THE THIRD NATIONAL STUDY OF SPORTS ILLUSTRATED SUBSCRIBER HOUSEHOLDS



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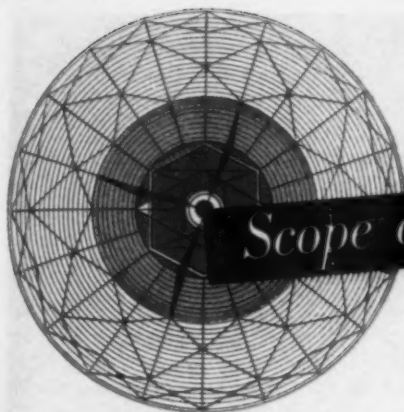
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Scope on Media

A LOOK AROUND AND A LOOK AHEAD

SINGLE RATE CARD ADVOCATED

N. W. Ayer's media head, Leslie D. Farnath, put it on the line at a meeting of the Station Representatives Association in New York last month.

He argued for a single rate card. He said that in some cases stations have as many as seven or eight different sets of rates: national, general, regional, wholesalers or distributors, local, retail, utilities. In spite of all this flexibility, they also sell at off-the-card rates. "Frankly, we at Ayer have given up hope of ever getting satisfactory explanations or clarifications of present rate structures—specifically, who qualifies for these rates."

Result, he said, is that agencies are being forced into the wrong kind of action, *local buying*, because direct selling practices of media continue to grow at a fast pace. Agencies, he said, are forced to do some buying at the local level because their clients have been successful in doing this in many different markets spread throughout the country. "Actual case histories presented to us by our clients have shown very substantial savings, as much as 50 per cent under card rates. Important savings of this nature can no longer be brushed aside or refuted in any way. In effect, the agency is being forced to compete with the clients' ability to buy at more advantageous rates."

Since many stations have different rate cards, and are submitting to negotiation locally, and because some stations that have single rate cards are selling off that card, Ayer is being approached constantly by its clients to act in their best interests, to buy more efficiently for them.

"We don't want members of our clients' organizations buying time, we don't want account executives in our agency buying time, and we definitely do not want our clients hiring free lance buyers.

"The house of Ayer fully recognizes its responsibility to purchase time and space for its clients at the fairest rates possible.

"Until such time as stations agree to charge all advertisers of a like nature in every respect the same rate, it will be the policy of N. W. Ayer & Son, Inc., to make every effort to obtain the same rate as that enjoyed by the competition of each of our accounts."

Another aspect of this subject is that McCann-Erickson has lost the Lehn & Fink Division of Lehn & Fink Products

Corp., an account that had been with the agency 15 years.

Although the client gave no reason for dropping M-E, speculation is that it may have been the result of Lehn & Fink hiring a so-called radio consultant to get the best rates he could negotiate for its Stri-Dex skin ointment commercials. It was reported that subsequently McCann-Erickson notified radio stations that accepted the Stri-Dex spot schedule at reduced rates that it wished the same rates for its other clients.

VALUE OF ADDITIONAL EXPOSURES

The Saturday Evening Post, which pioneered in advertising page-exposure studies, has done some more research to show the value of additional exposures of an advertising page. The original 1958 study done for the *Post* by Alfred Politz Media Studies showed that an advertising page is exposed to a reader on 1.4 days. If a comparison is made, for instance, with a television commercial, where the exposure days cannot be more than 1.0, the question is asked, what is the value of the additional exposure that the *Post* claims?

An effort to answer this question is contained in a new study done by Politz for the *Post*. It is an experiment to find out the changes in a person's opinions of a brand which result from his exposure to a magazine advertisement for that brand.

Three equivalent samples of a total of 150 persons in subscribing households in Monroe County, N. Y. were used. Twelve advertisements were tested. For this experiment, the regular subscription copy was cut off, and interviewers brought alternate copies which differed from interview to interview in respect to the test advertisements which they contained. The frequency of exposure within a given sample was rotated for different advertisements, so that four advertisements were exposed zero times to given persons, four were exposed once, and four were exposed twice.

It was found in respect to *brand familiarity* that this increased from an index of 100 before exposure to an advertisement to 119 after one exposure and 136 after two.

Belief in the advertiser's claim increased from 100 be-

Scope on Media

fore exposure to 134 after one exposure and 161 after two.

Willingness to buy the brand advertised increased from 100 before exposure to 124 after one exposure and 152 after two exposures.

What the *Post* is happy about is the value of the second exposure. Although an advertisement in the *Post* does not receive two full exposures, but 1.4, the demonstrated effectiveness of this additional exposure is considered to have exceptional value for advertisers, especially in respect to the reader's willingness to buy.

By exposures, the *Post* means only those which took place on different days. The familiar glue-spot technique employed merely indicates whether the reader opened a page on a particular day. It does not reveal how often the respondent may have opened the page during that day, although obviously he may have opened it more than once.

TV VS. MAGAZINES

Norman E. Cash, president of the Television Bureau of Advertising, issued a statement recently that attacks the magazine study called "The Profitable Difference." This study was presented in a preliminary fashion last fall by the Magazine Bureau of Advertising (*MEDIA/SCOPE* November 1959); the complete 277-page report was issued in May.

The MAB study concerns the size, quality, and buying potential of magazine and television households. The audiences compared were those of 35 magazines and 30 nighttime network programs. The essential conclusion was what was termed the "scissors effect." This is that the greater the exposure of household heads to magazines, the higher the household's income, education level, and the greater its buying of most products and services. The reverse of this is true with the greater the exposure to evening television, the report contended.

Mr. Cash does not appear to join this issue directly in his statement, but rather to contend that television audiences are larger in size than magazine audiences, and that the percentage of dollar market for 18 items of goods that is represented by the viewers of 30 network shows is greater in all cases than that represented by the audience of 35 magazines. He uses the MAB's own data. He points out, for instance, that television has an exclusive audience that is 57 per cent larger than magazines' exclusive audience, and that almost one out of every five homes doesn't see any of the nation's 35 leading magazines in a six-weeks' period. What the MAB contends is that homes not reached by magazines are the less desirable households from the advertiser's point of view.

Perhaps the tangential aspects of the argument can be summarized in the example of dentifrices. Mr. Cash says: "... there is only one table showing how the figures can be related to a specific market. The example of denti-

frices, where they show 30 television programs covering 94 per cent of the market vs. all 35 magazines covering only 85 per cent. I wish there were more such tables included in the report."

The MAB's rejoinder, referring to Mr. Cash's statement, is "What this says is that—in total—44 million households buy more dentifrices than 41 million households. (The figure actually is 91 per cent, not 94 per cent.) What it carefully doesn't say is that households most heavily exposed to magazines spend 30 per cent more for dentifrices than households most heavily exposed to television. Wherein lies the 'Profitable Difference' for advertisers."

NEW AIA MEDIA DATA FORM

A revised Media Data Form was presented to members of the Association of Industrial Advertisers last month at their convention in Washington by Harold A. Wilt, of J. Walter Thompson Co., chairman of the association's media practices committee. Purpose of the revisions, according to Mr. Wilt, is to induce greater use of the form by publication representatives and the media buyers they call on. It is not related, he says, to the question of a single auditing form or organization.

The form is simpler to use because of some rearrangement of data and the addition of an index on the first of its six pages. It includes space for an additional but significant statement of objective, described as the "publisher's concept of editorial responsibility to readers." It no longer calls for a rate-per-thousand figure, considered confusing by some publishers on a form listing both paid and free circulation. Also dropped from the new form is any specific reference to the controversial subject of who audits the circulation. This information can be given by those publishers who so choose in a line calling for "Source of information" about circulation.

Other data called for are similar to that in the previous form: total circulation, paid, free, geographic breakdown by paid and free, amount of editorial material per issue, size of editorial staff, percentage of editorial staff written, and other data described as a "quantitative—not qualitative analysis."

The new form has already run into criticism from one publisher, the Chilton Company in Philadelphia, as described elsewhere in this issue.

GEORGE A. POPE

The Penton Publications lost one of their most valuable members on May 31 when George A. Pope, business manager of *Foundry*, died of a heart attack. Mr. Pope joined Penton in 1930, and was well known and admired among the organizations and individuals who produce machine and materials for use by the foundry industry.

Once in a
zine shine
does now.
climbed to
linage lea
The actual



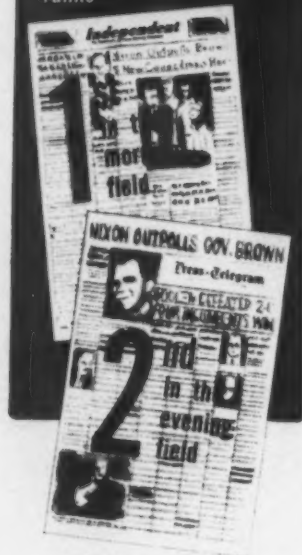
*A
beautiful.
unforgettable
half*

Once in a blue moon, or a blue half-moon, does a magazine shine as brightly in advertising leadership as McCall's does now. During the first 6 months of 1960, McCall's has climbed to an all-time high in ad revenue—continuing its lineage leadership eclipse in the women's service field. The actual increase: 49.3% ahead in revenue, 40.1% up

in lineage. Add sixteen solid months of continuous circulation gains at the newsstand—and it's clear that McCall's is waxing stronger than ever at the half. Come, join the sparkling constellation that's discovering the magical, moon-like pull of

McCall's
First Magazine For Women

Among all major newspapers on the Pacific Coast, the Long Beach **INDEPENDENT, PRESS-TELEGRAM** ranks



...in Retail COLOR Advertising

Long Beach retailers like the Independent, Press-Telegram "all dressed up" in color... it makes money for them because it sells and sells and sells. The Independent and Press-Telegram are among the leaders in the nation, too, in total color... 6th in the morning field; 11th in the evening in 1959... and they rank high in black-and-white advertising, too.

*Newspapers with over 30,000 daily circulation. Figures from Media Records, Inc.

WRITE FOR A FREE COPY of "STICK TO THE CASH REGISTER," our local retail color advertising test. This 22-page brochure may be very helpful to you in evaluating color in advertising.

Independent
Press-Telegram

Morning Evening Sunday

LONG BEACH, CALIFORNIA
THE INTERNATIONAL CITY

Represented nationally by
RIDDER-JOHNS, INC.

MEMBER METRO COMICS GROUP

Trade Talk



Dave Wasko

Rate Wrangle . . . With some broadcasters knuckling under to the rate "wheelers and dealers," it looks as though both the radio and television industries might soon be nursing another black eye. With a good deal of the rate-cutting centering around definitions of "national," "local," and "regional" advertisers, the broadcasting industries could maintain their stature by taking a leaf from the outdoor advertising industry's book. Local or national advertisers pay the same rates for the same service. The plant operators save the agency commission when a local advertiser does not have an agency. Advertisers, agencies, and plant operators are all happy with this arrangement.

Test Mess . . . Media are being unduly criticized by some advertisers because of poor results in some test market operations. Such criticism is particularly unfair to the broadcast media and Sunday newspapers and supplements when their use is considered as not paying-off in the opinion of advertisers testing the introduction of a new product or entry into a new market. In most cases where the advertiser is unhappy about test results, the consequences of the advertising campaign are brought about by the fact that distribution was built in the central town only. Result was that the product was not available to thousands of families in the media coverage areas outside the town limits. This is shallow marketing.

Good Advice . . . Earle N. Lashmet, senior vice-president of the Liberty Mutual Insurance Company, in addressing the National Sales Executives International, urged the fullest use of agency media specialists. It's interesting to hear a comment like this from the advertiser side of the business, since it has often been conjectured that companies have lost millions of dollars in sales because a client top brass "media expert"

wouldn't permit the use of a medium because he didn't like it.

Ad Ratings . . . The recent color television study done for the Crosley Broadcasting Corporation had a double effect on buyers and users of television. The first impressive thing to come out of the study was the finding that owners of color television sets seem to watch television more. More important, however, was the study's coverage of the commercial impact developed by color television commercials. More than the effect of colored commercials, however, was that the study has people thinking about how much more valuable it would be to have commercial ratings rather than program ratings. It seems that after 12 or more years of thinking about this subject, advertisers are not these days, accepting the "sell" that the number of viewers of a program are the same number of viewers of commercials. While there have been some commercial impact studies made, expansion of the development of this type of information could result in either greater or smaller television time sales figures. Are ratings anybody's?

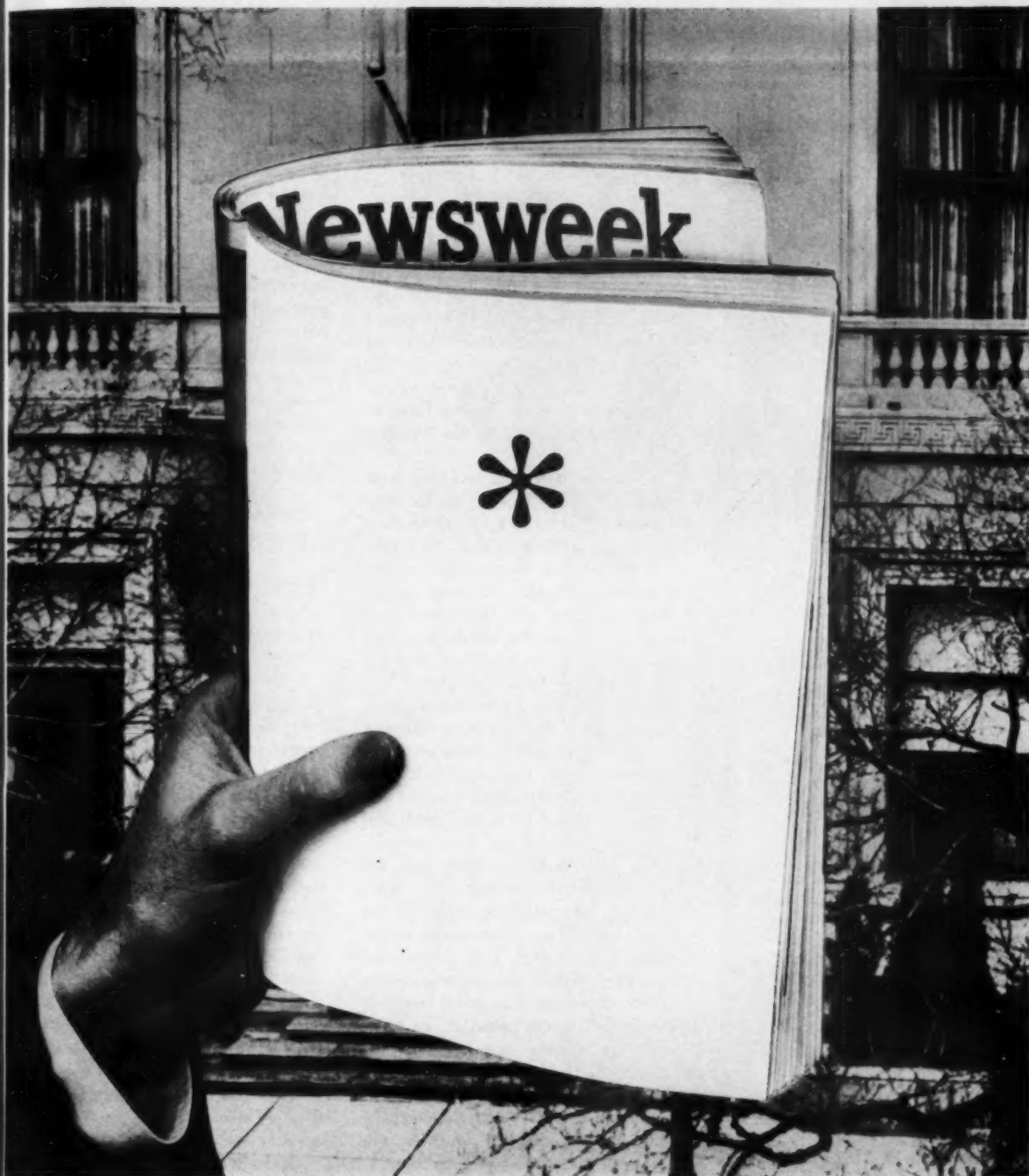
Color TV . . . When color television set ownership hit around the 600,000 mark a short time ago, the whole color television picture was made brighter by the news that Japanese set manufacturers were expected to export low-priced color sets. This was, of course, good news to NBC, the big booster of color television in the United States. Its joy about the prospect of big color expansion was short-lived, however. It seems that the Japanese sets, because of transportation and import costs, could not be sent into this country for less than the cost of an American-built set. It is no wonder that this situation has saddened NBC, which has planned more than 900 hours of color television this year. *C'est la vie!*

*Yo

* For ex
50,000
than 1
* For ex
29,000
than 1
* For ex
204,000
more

SOURCE:

Media/scope, July 1960



*You're sure of more when you show up here

- * For each thousand advertising dollars, **NEWSWEEK** gives you 56,000 more readers with "household incomes of \$7,500 and over" than U. S. NEWS & World Report... 126,000 more than TIME.
- * For each thousand advertising dollars, **NEWSWEEK** gives you 29,000 more male management, professional and technical readers than U. S. NEWS & World Report... 118,000 more than TIME.
- * For each thousand advertising dollars, **NEWSWEEK** gives you 204,000 more readers than U. S. NEWS & World Report... 355,000 more than TIME.

Why do so many top people read **NEWSWEEK**? Possessing broad interests, they like **NEWSWEEK**'s complete news coverage. Having independent minds, they choose **NEWSWEEK**'s fair, unbiased reporting. Shouldn't you advertise in **NEWSWEEK**? Ask your agency.



SOURCE: Sindinger & Co., Inc., "Study of the Characteristics of the Newsweekly Magazine Reading Audiences."

The world-wide newsweekly for communicative people



He may be looking for your product...

IEN is read for only one reason — product information.

Every month—

- 77,017 men
- in more than 40,000 plants
- in all of the 452 manufacturing industries

read IEN from cover to cover searching for products to solve their problems.

What better place could there be for your product advertising . . . and what better timing? Your ads in IEN are right at the "point of purchase" . . . not just with the industries you normally sell but throughout *all* industry . . . where new markets are developing almost daily.

And the cost is surprisingly low . . . under \$200. For despite a recent circulation increase, IEN has not raised its rates. Write for our nine-section Media Data File. It's yours for the asking.

good for selling
... because it's
IEN used for
buying!

INDUSTRIAL EQUIPMENT NEWS
461 Eighth Avenue, New York, N. Y.
Thomas Publishing Company

Letters from Readers

SINGLE AUDIT?

I remain constantly amazed at the naiveness of the advertising press in its writings on the popular subject of the "single" or "common" audit. All of the advertising industry magazines seem determined to avoid studiously any mention of the fact that there has been in existence in this country for many years the single, or common audit . . . in the form of the service provided by the Verified Audit Circulation Co.

I mention this as a result of your editorial, "Single Audit?" in the May issue of *MEDIA/SCOPE* . . . which does everything but tell the true story.

While I have no personal axe to grind in the matter, it does appear obvious to me that the advertising press is determined to destroy this fine auditing organization through means of the "silent treatment." I suppose the theory you are all operating under is that if you unanimously agree not to publicize the activities concerning this particular auditing organization in the same manner you do for ABC and BPA, that VAC will eventually "dry up and blow away."

My observation is that you are barking up the wrong tree. VAC seems to be getting stronger all the time, and gaining increasing recognition and support. It is noteworthy to mention that the representatives on its national and regional board of governors include some of the finest and best known executives in the advertising and agency fields.

I would recommend that you, and the editors of every other advertising industry magazine, reconsider this apparent "vendetta" you are waging against VAC. I further recommend that, for the benefit of all your readers, you seriously study the principles, standards, and auditing functions of VAC, and its rules and regulations, in comparison with those of the two other nationally recognized circulation auditing organizations.

My understanding is that VAC has a strong subscription list, growing ever stronger. In analyzing its activities, you will also ascertain that it is the only auditing service available to

all publications, regardless of size or method of distribution.

Despite the fact that the VAC audit is based on very sound statistical principles, and is governed by the top executives in the advertising business, and actually represents the very basis of the "single" or "common" audit that you are all talking about, no one is giving VAC credit for providing exactly what many articulate authorities, like Mr. Marsteller for example, and many others, seem determined to have developed.

FRED T. RUSSELL

President, The Fred Russell Company, Los Angeles.

NEWSPAPER RATE DIFFERENTIAL

First, let me tell you that I am tremendously impressed with the high-quality job *MEDIA/SCOPE* is doing.

I have just read the article by Anton Bondy in the April issue, "A National Advertiser Looks at Newspapers."

What Mr. Bondy is talking about is, of course, of vital concern to our newspapers. It is a subject to which we have devoted a tremendous amount of time and thought. At our last annual meeting, William E. Matthews of Young & Rubicam spoke on the very same topic and in much the same way Mr. Bondy dealt with it.

Both make a strong point in their analyses of the differential between general and retail newspaper rates as a cause of our dilemma with national advertisers.

All of us in newspapers recognize this problem. But the answer is not an easy one.

Basically, I believe, the problem and the reason why newspapers have not come up with an answer to it is this, if I can state it clearly:

In order to break down the differential, newspapers would have to raise their retail rates on one hand and lower national rates on the other.

This would mean that they would doubtless lose a great deal of their retail revenue, or at best retailers would spend the same amount of money but less space. This, in turn, would doubtless reduce the effective

(Continued on page 18)



The Philadelphia Inquirer

Good Mornings begin with The INQUIRER
for 1,433,000 adult daily readers

We thank Editor & Publisher for honoring The Inquirer's research efforts during the past three years. This recognition serves as further indication that The Inquirer's continuing research program is fulfilling the needs of its advertisers.

Soon, additional studies will be issued which will help advertisers to market their products more efficiently in Delaware Valley, U.S.A.

If you're interested in the findings of studies already published or additional data about the Delaware Valley market, please write to the Research Department of The Philadelphia Inquirer.



and only **ONE** can give you **TOTAL** Coverage in the **PONTIAC** **AREA**

In an area of 283,000 people, 76% take THE PONTIAC PRESS daily. Be sure and see the comprehensive new study on home coverage in Pontiac!

Total Selling needs
Total Coverage
In Pontiac, Total Selling
Means The Press

THE PONTIAC PRESS

PONTIAC • MICHIGAN

Scolaro, Meeker & Scott, New York,
Philadelphia, Chicago and Detroit
Doyle & Hawley,
San Francisco and Los Angeles

(Continued from page 16)

ness of their advertising impact.

Now, let's say that a newspaper brings about a better levelling of the rates. What assurance does it have that the national advertiser would use substantial linage on a continuing basis?

This, I think, is the crux of the problem. The newspaper knows — by virtue of signed contracts and long experience—that the retail advertiser is going to use the newspaper.

On the other hand the national advertiser may start a campaign and then, in the middle of it, cancel out, leaving the newspaper with no means to recoup the loss in linage and revenue.

Here the great asset of newspapers, their flexibility, becomes a liability.

The problem is further complicated by the fact that many newspapers, certainly most major ones, would have to offer a materially reduced rate differential in order for national advertisers to be attracted to broad use of newspapers.

As my memory serves me, I have never seen an article that really deals with the problem in its many facets. I think it would be very valuable, both to our own newspapers and for a lot of people in advertising who don't understand the newspaper's situation.

Perhaps there is no solution to the rate problem. Perhaps the answer to newspapers' dilemma, as Mr. Matthews calls it, lies in developing new vehicles for national advertisers to ride: regional groupings of newspapers according to the size of their markets with rate attractions included.

JOHN H. MURPHY

Executive director, Texas Daily Newspaper Association, Houston.

DICTIONARY OF TERMS

In the issue of MEDIA/SCOPE just received (May) I got interested in a two-page section entitled, "Dictionary of Terms Useful to Buyers of Media." The definitions of the words beginning with "M" are the best I've seen anywhere, and this glossary will serve as a very handy reference.

ERNEST A. BORTIS

Director of marketing research and advertising, Federal Paper Board Company, Inc., Bogota, N. J.

WEIGHTING FACTORS

This is written in connection with the article, "How Media Strategy is Developed in the Marketing Concept," published in the May issue of MEDIA/SCOPE.

Particularly interesting was the description of the technique originated to determine effective readership by applying various weighting factors to media audiences in proportion to the importance those audiences have in the marketing of specific products.

We have been employing this method for home furnishings advertisers since 1958. Our terminology, varying only slightly, deals with average "effective" audience (rather than average "effective" readers), several weighting factors, and cost per thousand "effective" audience.

Proof of prior brilliance waits in abundance. Of course, it may well be that simultaneous or earlier arrivals at the same approach abound, and that the club is larger than is generally known, but we just wanted to indicate charter membership.

WARREN OSTERWALD

Media director, Alfred Auerbach Associates.

ADVENTURES IN PROMOTION

I have just read George Benneyan's article in May MEDIA/SCOPE ("Munsey to Coolidge to Hoover"), in which he tells a story about Frank Munsey and me when I was business manager of *The New York Sun*. I remember the episode Mr. Benneyan described, and he paints it accurately and well. I can see it as though it happened yesterday.

During those years there were a number of other "firsts" produced by Mr. Benneyan, such as a campaign of page advertisements on "Do Your Christmas Shopping Early." When I showed them to Frank Munsey, he said, "What's the purpose of this?" I replied, "The stores will like this and it will cause customers to get started on their shopping instead of waiting until just before the holiday season." So, he quickly approved, and we ran the advertisements in all the New York newspapers and they were highly successful.

EDWIN S. FRIEND

Westchester County Publishers Inc., New York

(Continued on page 20)

pinpoint magazine coverage
in your market(s) with...

locally edited gravure magazines



*in Newark ... in any Region
or throughout the Nation!*

The nation's 52 locally edited gravure magazines are your tactical ad force in 39 major markets.

Here are 12 of the best ...

AKRON BEACON JOURNAL • ATLANTA JOURNAL AND CONSTITUTION • COLUMBUS DISPATCH • DENVER POST • HOUSTON CHRONICLE • INDIANAPOLIS STAR • LOUISVILLE COURIER-JOURNAL • NEWARK NEWS • NEW ORLEANS TIMES PICAYUNE • PHOENIX ARIZONA REPUBLIC • ST. LOUIS GLOBE DEMOCRAT • TOLEDO BLADE



(Continued from page 18)

RESEARCH CHALLENGED

Your May 1960 issue is certainly filled with wondrous things. First a major advertising agency media strategy team tries to see how small they can make everyone's audience, and then Edward Mac Donald of *Look* tries to see how big we can all get. Somewhere in between there must be a safe and sane solution.

The really startling one, however, is Kenyon and Eckhardt's use of the

NBC-Starch study done some five years ago ("How Media Strategy Is Developed in the Marketing Concept"). If I remember correctly, this was a very limited pilot study, handicapped by snow storms, and never fully explored. How this can be used is beyond me. The further application of this study to radio certainly over-extends a pilot study that is already over-extended.

The NBC-Starch pilot study compared "noting" of one-minute commercials within a program with the

10-and-20-second announcements outside the program. Furthermore, all of the "in-show" commercials were for one advertiser. This hardly seems like a fair comparison. Now Kenyon and Eckhardt uses these "noting" figures for network participations—a completely different arrangement from that in the pilot study. I suggest that Mr. Antonowsky's single yardstick for media has some splinters in it.

WILLIAM R. HOHMANN

Director of Sales Promotion and Research, CBS Television Spot Sales.

... a mighty new medium

... mighty mediums don't just happen ... they're PLANNED to do a job. The Memphis Commercial Appeal's new supplement "The MID-SOUTH FARMER" is slanted at, will influence ... and sell prosperous farm owners in 93 rich Mid-South counties in Tennessee, Mississippi, Arkansas, Missouri and Kentucky. Over 800,000 families live in this area, own 266,000 farms and plantations, and the gross farm income annually is over ONE BILLION DOLLARS!

The Commercial Appeal's regular SUNDAY FARM PAGE is packed with motivating acceptance, editorially and advertising-wise. Progressive advertisers use this page because it works! It influences and sells a selective market consistently.

For continuity and greater results, combine THE COMMERCIAL APPEAL'S mighty new medium ... The MID-SOUTH FARMER ... (first publication Sept. 18) and THE COMMERCIAL APPEAL'S regular SUNDAY FARM PAGE ... It has been planned to do a job for you.

You'll want to make reservations now and for pertinent details (early deadline) ... write:

W. O. STURDIVANT,
Manager, General Advertising

The Commercial Appeal
Memphis, Tennessee



Mr. Antonowsky, who is supervisor of media research at Kenyon & Eckhardt, admits that the NBC-Starch study leaves much to be desired, but points out that independent observations tend to corroborate its findings. He adds that the noting figures K&E uses "are not predicated upon spot vs. network—but upon commercial locations (i.e., program embedded vs. non-program embedded messages) and length of commercial. The chart reprinted in *MEDIA/SCOPE* illustrated the application of our measures only to 20-second station breaks in prime time.

"We would be extremely appreciative if CBS Television Spot Sales could provide us with well-validated research findings which would corroborate, sharpen, or even refute the measures we now use. Until such an authoritative document arrives on our desks, we must continue to use the best tools at hand however crude or 'clumsy' they may be—in assist us in our job of evaluating media."

—The Editor

PHANTOM EDITORIALS

I was interested in Howard G. Sawyer's "The Phantom Editorials" in April *MEDIA/SCOPE*. His quoted publisher draws this moral: "This indicates the complete fallacy of basing a media selection program on the results of any readership study, since the relationship between actual readership and results of a 'readership study' can be almost non-existent."

Actually, all this experience indicates is that one particular kind of readership study (based upon a rather sloppy mail questionnaire) didn't work. His quoted publisher should remember that there are other kinds of readership studies.

DONALD R. MURPHY

Director, editorial research, *Wallace's Farmer*, Des Moines, Ia.

Media/scope, July 1960

WHEN YOU'RE TALKING TRAVEL—REMEMBER

The Chicagoans with more money
to spend...spend more time with the

CHICAGO DAILY NEWS

The Chicago Daily News is read by families whose median income is \$1070 a year higher than Metropolitan Chicago as a whole. These are the people who are going places—and they go

there by air, by rail and by ship. What's more, the Daily News median adult reader spends at least 35% more time with his paper than readers of the other Chicago dailies.



Media/quotes

NOSE-COUNTING IN SIXTIES

The vast majority of that material which is developed to "sell" a publication is based on one type or another of nose-counting. That is, the research ends with figures—either percentages or raw numbers—indicating something about the reader-

ship of that publication. I feel that, in the Sixties, there will be less interest in nose-counting in media and editorial research and more and more qualitative analysis. The point being that there will be less and less interest in how many names of what types there are on the circulation

list—but more and more interest in what kinds of readers those names represent.—Dr. JOSEPH E. BATCHELDER, in series published by NBP on "What They Say about the Effectiveness of Business-Publication Research."

TELEVISION'S POPULARITY

Dr. Burton Paulu, of the University of Minnesota, was in Russia last year, and had a chance to watch a number of different programs on Moscow television and to study the Soviet broadcasting system. His one-sentence analysis was: "Support of the basic ideologies of communism, of the Communist Party, and of current government policies and practices is the principal underlying and continuing objective of all Soviet broadcasting."

Television and radio are important in Russia because a shift in the party line may make a big difference in what job a man may hold the next day; whether he can look forward to going to the University or working in the corn fields next year.

In America, by contrast, broadcasting is important in spite of the relative unimportance of much of the programming. The readily available television audience for the Khrushchev visit, for "The Tempest," for the "Population Explosion" was created in the first place by Maverick and Bob Hope, by the World Series and by Perry Mason. As Gilbert Seldes wrote almost a quarter century ago, "... the most important thing for television is to make sure of its own popularity. Like the moving picture and the radio, television would act against its own nature if it did not try to be virtually a universal entertainment."—CLAIR R. MCCOLLOUGH, president, Steinman Stations, at Ohio State University.

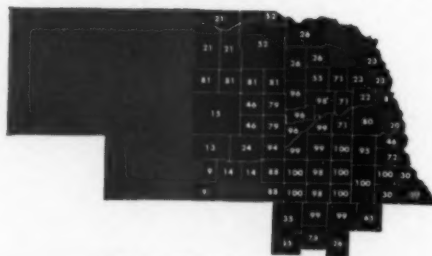
BASIC ENTERTAINMENT

In the case of each of the media, and I might include newspapers too, entertainment provides the basic means for attracting the audience. Once the audience is established, the potentials of the medium for information are exercised. Advantage is taken of the audience available for the other types of programs.—MELVIN A. GOLDBERG, director of re-



YOU'RE ONLY HALF-COVERED IN NEBRASKA

IF YOU DON'T USE KOLN-TV!



This is Lincoln-Land — KOLN-TV's MCS No. 3. Figures show percentages of TV homes reached weekly, day or night.

You can talk about TV markets in Nebraska until you're blue in the face; but when all's said and done, you'll come up with just two big ones—the extreme East and Lincoln-Land.

In the East, you must choose from the three top TV stations covering the area. In Lincoln-Land it's no contest; KOLN-TV is the station, hands down. Latest Nielsen credits KOLN-TV with 65,500 TV HOMES during prime 6 to 9 p.m. viewing time. Compare this figure with that of ANY Omaha station!

Ask Avery-Knodel for all the facts on KOLN-TV—the Official Basic CBS Outlet for South Central Nebraska and Northern Kansas.

KOLN-TV DELIVERS THE MAXIMUM AUDIENCE IN NEBRASKA*

Guns, smoke 98,000 homes
Father Knows Best . . . 86,500 homes
6:00 p.m. News . . . 84,400 homes
10:00 p.m. News . . . 74,400 homes

*November Lincoln NSI

The Folger Stations

WFO-TV — GRAND RAPIDS-KALAMAZOO
WFO-RADIO — KALAMAZOO-BAYTUE CREEK
WFO-RADIO — GRAND RAPIDS
WFO-FM — GRAND RAPIDS-KALAMAZOO
WFO-TV — CANTON, MICHIGAN
WFO-TV — LINCOLN, NEBRASKA



KOLN-TV

CHANNEL 10 • 316,000 WATTS • 1000-FT. TOWER
COVERS LINCOLN-LAND — NEBRASKA'S OTHER BIG MARKET
Avery-Knodel, Inc., Exclusive National Representatives

search, Westinghouse Broadcasting Co. before American Association for Public Opinion Research, Atlantic City.

FORCED ATTENTION

Television's problem of morality is not in the area of fact: it is in the area of *taste*: good vs. bad. And this is not really a matter of taste either. It is a matter of being forced to pay attention to something to which we don't wish to pay attention. Ads which have run in newspapers and magazines for years without any complaint bring in floods of letters with one TV exposure. Why? Either no one saw them in their print form (which the sales of the item refutes), or else television's ability to present full-screen what you might only have glanced at in other media, has reminded you of what you've been passing over for years. It is not what is said that you object to . . . or you would have complained about the print ads. It's the fact that you were forced to watch it . . . even though you'd previously read it in other media.—NORMAN CASH, president, TvB, before a communion breakfast in Toronto.

FARM FAMILY INCOME

U.S. farm families will take in \$8.5 billion from sources other than their own farms. Some of this will be wages and payments from other farmers for services performed; some will be from land rentals, interest, dividends, annuities (and even royalties for those fortunate enough to have oil wells on their land). And a large portion of this sizable sum will be wages and salaries from business and industry.

This income is *net* to the farm family in the same sense as is net income from farming. The dollars are often used for new capital investments in the farm business as well as any of the things a farm family may want to spend money for after the costs of production have been paid.

This "other income" makes the difference between the \$11 billion of net income *from farming* and the nearly \$20 billion of actual net income of farm families.—R. J. BABCOCK, president, *Farm Journal*, before Chicago Area Agricultural Advertising Assn. ■

package buy: save time, trouble and 17%

Your client's budget buys more when you buy the Georgia Group. For *savings of up to 17% on each 10,000 lines* gives you another \$1,600 with which to dig deeper into the 30th U. S. metro market . . . the combined Augusta-Columbus-Macon market. Schedule the Georgia Group. One order. One bill. One check. And savings up to 17%.



THE Georgia Group

AUGUSTA Chronicle and Herald COLUMBUS Ledger and Enquirer MACON Telegraph and News
REPRESENTED NATIONALLY BY THE BRANHAM COMPANY

Advertisers every year for 10 YEARS OR MORE

Allis Chalmers Manufacturing Company
Aluminum Company of America
American Telephone and Telegraph Company
American Trucking Association
Armco Steel Corporation
Association of American Railroads
Baltimore and Ohio Railroad Company
Bank of America, National Trust and Savings Association
Bankers Trust Company
Beech Aircraft Corporation
Bendix Aviation Corporation
Bethlehem Steel Corporation
Boeing Airplane Company
Borg-Warner Corporation
Burroughs Corporation
Chase Manhattan Bank
Chicago, Burlington & Quincy Railroad Company
Chrysler Corporation
Cities Service Company
Clark Equipment Company
Colorado State Advertising & Publicity Committee
Commercial Credit Company
Dictaphone Corporation
Distillers Corporation-Seagrams Limited
Douglas Aircraft Company
Eastman Kodak Company
Electric Companies Advertising Program
Executone, Inc.
Firestone Tire & Rubber Company
First National City Bank of New York
Florida Development Commission
Ford Motor Company
Garrett Corporation
General Dynamics Corporation
General Electric Company
General Motors Corporation
Goodrich, B. F., Company
Goodyear Tire & Rubber Company
Gray Manufacturing Company
Halsey, Stuart & Co., Inc.
Harter Corporation
Hilton Hotels Corporation
International Business Machines Corporation
International Nickel Company, Inc.
International Telephone and Telegraph Corporation
Iowa Development Commission
Lockheed Aircraft Corporation
Merrill Lynch, Pierce, Fenner & Smith Incorporated

Metropolitan Life Insurance Company
Middle South
Morgan Stanley & Co.
National Cash Register Company
National Distillers and Chemical Corporation
National Realty & Investment Company
Drake Hotel
New York Central Railroad Company
New York State Department of Commerce
Norfolk and Western Railway Company
North Carolina Department of Conservation and Development
Public Service Electric and Gas Company
Radio Corporation of America
Railway Express Agency, Inc.
Republic Steel Corporation
Reynolds, R. J., Tobacco Co.
San Jose Chamber of Commerce
Schenley Industries, Inc.
Shaw-Walker Co.
Sherrard Hotels
Parker House
Southern Railway Company
Sperry Rand Corporation
Studebaker-Packard Corporation
Timken Roller Bearing Company
Travelers Insurance Companies
Union Carbide Corporation
Union Oil Company of California
Union Pacific Railroad Company
United Aircraft Corporation
United Gas Corporation
United States Steel Corporation
Walker, Hiram, Gooderham & Worts, Ltd.
Warner & Swasey Company
Western Union Telegraph Company

Advertisers every year for 9 YEARS

Cutler-Hammer, Inc.
Dodge, F. W., Corporation
Dodge Reports
Ebc Manufacturing Company
Moore Business Forms, Inc.
Otis Elevator Company
Portland Cement Association
Quebec, Province of
Provincial Publicity Bureau
South Carolina State Development Board
Sundstrand Corporation
Western Pacific Railroad Company
Wheland Company

Advertisers every year for 8 YEARS

Cunard Steamship Co., Ltd.
Meilink Steel Safe Company
National Truck Leasing System
Republic Aviation Corporation
Sheraton Corporation of America
United Business Service
Weyerhaeuser Company

Advertisers every year for 7 YEARS

Art Metal Construction Company
Champion Paper and Fibre Company
Consolidated Water Power & Paper Company
Dow-Jones & Co., Inc.
Barron's National Business and Financial Weekly
First National Bank of Chicago
General Telephone & Electronics Corporation
Hamilton Cosco, Inc.
Hertz Corporation
Johnson Service Company
Lehman Brothers
McKesson & Robbins, Inc.
McLouth Steel Corporation
Marine Midland Corporation
Marine Midland Banks
Massachusetts Investors Trust
Minnesota Mining and Manufacturing Company
New Orleans, Board of Commissioners of the Port of
Renfield Importers, Ltd.
Wall Street Journal
Western Maryland Railway

Advertisers every year for 6 YEARS

Aluminium Limited
Bruning, Charles, Company, Inc.
Clapp & Poliak, Inc.
Great Northern Railway Company
Grinnell Corporation
Indiana Department of Commerce and Public Relations
International Harvester Company
Jacobson, F., & Sons, Inc.
McCall Corporation
McCall's

New York, Chicago, and St. Louis Railroad Company
Northrop Corporation
Philadelphia Electric Company
Puerto Rico, Commonwealth
Rayonier Incorporated
Ryan Aeronautical Company
Shell Oil Company
Shell Chemical Corporation
Tennessee Gas Transmission Company
Twenty-One Brands, Inc.
United States Independent Telephone Association
Utah Power & Light Company

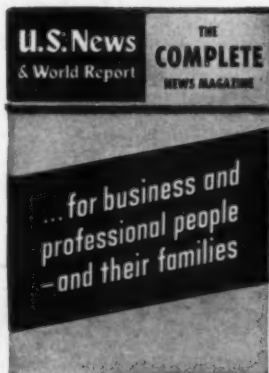
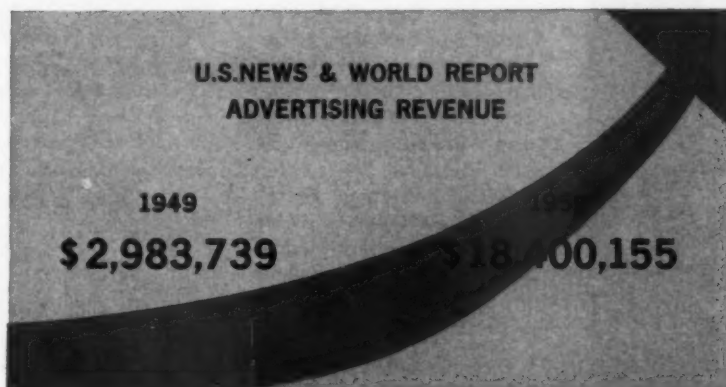
Advertisers every year for 5 YEARS

Allen-Bradley Company
American Motors Corporation
Avis Incorporated
Bank of New York
Canada Dry Corporation
Cast Iron Pipe Research Association
Cummins Engine Company
Employers Mutuals of Waukegan
Fort Howard Paper Company
Friden, Inc.
Gardner-Denver Company
Georgia Department of Commerce
Kelsey-Hayes Company
Kling Photo Corporation
Kohler Company
Maryland Casualty Company
Mead Corporation
Miller Brewing Company
Moore-McCormack Lines
Nekoosa-Edwards Paper Company
Niagara Mohawk Power Corporation
Old American Insurance Company
Olin Mathieson Chemical Corporation
Rockwell Manufacturing Company
Royal McBee Corporation
Southern Company
Southern Natural Gas Company
Thompson Ramo Wooldridge
Trane Company
United States Lines Company
Vanadium Corporation of America

Note: Listings by parent companies. Includes divisions and subsidiaries advertising periods listed. Source: "News & World Report" Market Research Division. New figures from Public Information Bureau.

*More and more companies
are discovering the advertising power of
"the most important magazine of all"*

THESE IMPORTANT COMPANIES HAVE KNOWN IT FOR YEARS



U.S. NEWS & WORLD REPORT

America's Class News Magazine

Now more than **1,150,000** net paid circulation

Ask your advertising agency for facts on the advertising values of "U.S. News & World Report" in terms of your markets and your objectives. Or contact our advertising offices at 45 Rockefeller Plaza, New York 20, N. Y. Other advertising offices in Boston, Philadelphia, Pittsburgh, Cleveland, Detroit, Chicago, St. Louis, Los Angeles, San Francisco, Washington and London.



FOR 15 YEARS THE CONTINUING HOME AUDIT HAS BEEN THE AUTHORITY ON FACTS ABOUT THE LOS ANGELES MARKET AND ITS NEWSPAPERS

Each year, the Continuing Home Audit analyzed in-the-home depth interviews made by Facts Consolidated, a completely independent research organization.

These studies, based on bi-monthly reports each representing at least 1,000 different families, 90,000 total to date, assist advertisers and advertising agencies in evaluating current competitive sales position in the Los Angeles County market.

Also, the Home Audit measures newspaper penetration in the area and provides a qualitative analysis of newspaper readership to enable the advertiser to direct his message to the audience offering the greatest sales potential.



THE MIRROR NEWS IS 2ND IN LOS ANGELES IN COVERAGE OF HIGH INCOME FAMILIES

Results of the Continuing Home Audit for the full year 1959 shows that The Mirror News now rates **second** in the Los Angeles weekday metropolitan newspaper field in number of readers among families who earn \$10,000 a year or more. Only the morning Times leads The Mirror News in this important category. In the \$5,000 a year or more bracket, The Mirror News also lands in second place with a commanding lead over the third and fourth papers.

The able-to-buy profile of The Mirror News' circulation becomes particularly significant when other facts from the Home Audit are brought into the picture: Over 75% of Mirror News families have homemak-

ers who are under 49 years old. This percentage is far and away the highest among all Los Angeles weekday metropolitan newspapers. Further, 65% of Mirror News reading families have children 18 years of age and younger. This is a full ten percent more than any other newspaper in its field.

Does this composite picture make up the market you want to reach in Los Angeles— young families . . . up and growing families with children . . . families with money to spend for what you have to sell? The Los Angeles Continuing Home Audit tells you that the way to reach them is through The Mirror News, the quality evening newspaper of the nation's second largest market.

LARGEST EVENING HOME-DELIVERED CIRCULATION IN THE WEST

Four out of five Mirror News families take no other Los Angeles weekday metropolitan newspaper.



Los Angeles Evening MIRROR NEWS

Norman Chandler, President, The Times-Mirror Company

Represented by O'Mara & Ormsbee, New York, Chicago, Detroit and San Francisco

Men of the Month in Media

New BBDO Media Chief Trained in Research

At 35, Herbert D. Maneloveg has just stepped into one of the biggest jobs in media: vice president and media director of Batten, Barton Durstine & Osborn, reputed to be the nation's fourth largest advertising agency.

Mr. Maneloveg will occupy the office left vacant by the retirement



BBDO's new media head Herb Maneloveg: He got into media almost by accident.

last January 1 of Fred Barrett, who managed BBDO's media affairs for 17 years, and left as his legacy a large, complex, and newly reorganized department. BBDO's media organization is composed of six groups, each headed by an associate media director, and each constituting what Mr. Barrett has described as a complete media department in itself.

In addition, Mr. Maneloveg has at his command the services of a group of top media specialists (e.g., Austin Brew, newspapers; Lou Millot, magazines; Ed Fleri, radio-TV spot), one of the most respected media analysis sections in the business, headed by Kent D'Alessandro, and a double handful of crack media planners—both veteran BBDOers and younger men brought in during the recent reorganization.

Before his promotion, Mr. Maneloveg was himself one of the key men in the department. But he started, not as a media man, but as a researcher. A native of Aliquippa (Pa.), he was graduated from the University of Pittsburgh (with an in-

terruption for wartime Army service), came to New York to attend Columbia University's radio-TV course, and wound up in 1949 working in WOR's research department.

A year later, Mr. Maneloveg switched to *Parade* magazine, where he stayed for three years. In 1952, he was offered a job in Benton & Bowles's research department. When he showed up for work, he found the job had been abolished. But B&B made amends by hiring him for the media department. He stayed until December 1954, when he went to BBDO as group supervisor and assistant to Fred Barrett. He was responsible for all media forms, and worked on such accounts as Armstrong Cork, Bristol-Myers, Campbell Soup, General Electric, General Mills, and Lever Brothers.

Last year, during the department's reorganization, Mr. Maneloveg was named as one of the six associate media directors, with responsibility for a large group of accounts.

Mr. Maneloveg commutes to White Plains (N. Y.), where he lives with his wife and two children.

Heads Industrial Group

An affable, hard-working, and seasoned advertising man from Pittsburgh last month took over the reins as chairman of the board of the Association of Industrial Advertisers. He is Jay M. Sharp, manager of general advertising, Aluminum Company of America. It will be his job to keep the recently stepped-up activities of AIA rolling during the coming year.

Toward that end, Mr. Sharp expects to devote half his time during the year to AIA, a good part of it on the road in the United States and Canada, visiting individual chapters.

Mr. Sharp is a fervent believer in the importance of industrial advertising to our economy. He points to it as a prime example of creditable use of communication, a bulwark against charges made against advertising as economically unsound. He will preach that gospel far and wide in 1960-61.

Among the projects that he will push are:

1. Stronger Canadian participa-

tion in AIA affairs. He will be helped greatly in this by the new vice chairman Thomas A. Yellowlees of Canadian General Electric, Peterborough, Ont., the man destined to become AIA's first Canadian-born chairman next year.

2. More emphasis on advertiser and agency membership, less on media men's participation in association work. A new ruling is that 60



Jay M. Sharp: Has deep-seated belief in industrial advertising—will travel.

per cent of each chapter's membership has to be drawn from advertiser and agency organizations.

3. Active participation in the work done by other associations to protect advertising from restrictive government legislation. A new political affairs committee is being formed.

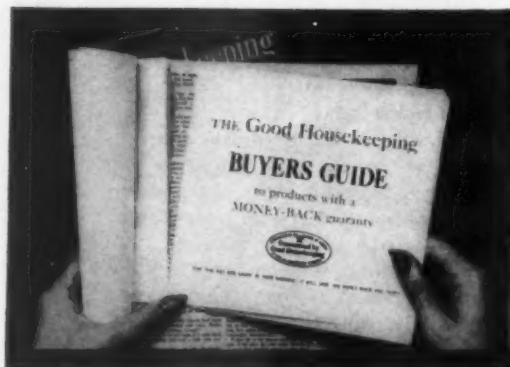
4. Spread of AIA influence into foreign fields. This will be done first through acceptance of members-at-large in other parts of the world, then through the opening of chapters anywhere that groups of 40 or 50 industrial advertising men want to get together.

5. More service to individual members through such activity as job forums, case history information exchanges, help in writing speeches.

With these basic objectives to promote, Mr. Sharp is armed to combat a tendency in recent years among some members of his organization to drift into a looser federation of regional chapters. He believes that only by being knit together in one strong international organization of U. S. and Canadian advertisers will the purpose of organized industrial advertising be properly served. ■

Announcing an important new service to readers
that no other consumer magazine can duplicate

The Good Housekeeping Buyers Guide



It will make shopping easier in over 5,000,000 homes—for all the millions of Good Housekeeping readers.

The Buyers Guide will be a purse-size service booklet bound into subscribers' copies of November Good Housekeeping—easy to tear out, to keep and to use. It will be banded to the covers of Good Housekeeping on the newsstands.

It will list alphabetically all the fine products investigated and backed by the Good Housekeeping Consumers' Guaranty.

We know our readers will heartily welcome this modern aid to buying. We asked a sizeable number and they said "Yes" overwhelmingly.

New editions are planned at six month intervals, to make it continually useful.

Good Housekeeping is proud to add this significant new service feature, appearing for the first time in the November issue.



Good Housekeeping

MAGAZINE AND INSTITUTE

...because nothing persuades like the truth

A HEARST MAGAZINE

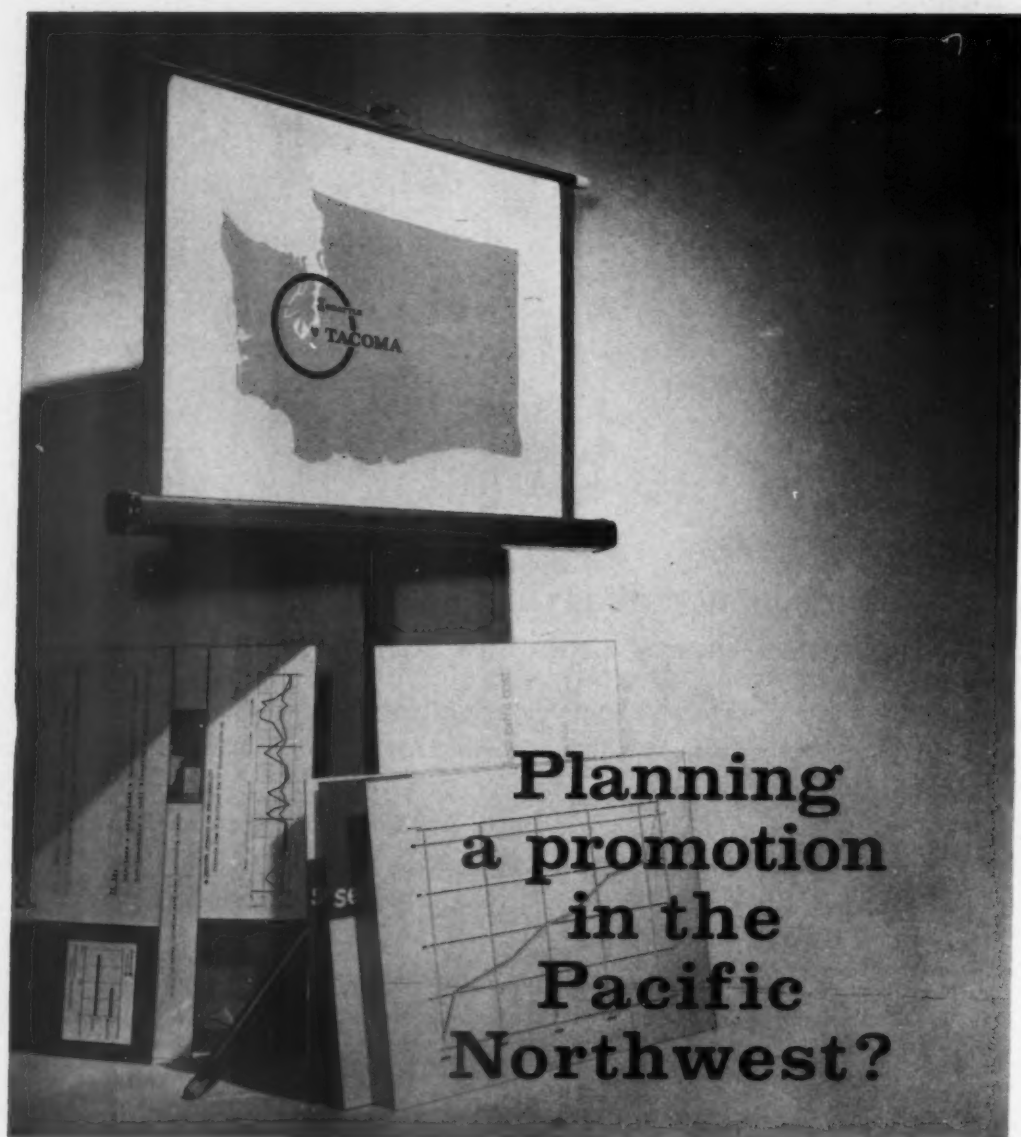


A reproduction of our first announcement to the public, informing them of this new service to our readers

This advertisement will be published in leading newspapers across the country plus an advance announcement in Good Housekeeping itself and in the November Reader's Digest.

Advertisers in Good Housekeeping will immediately see the implications of this unique new Buyers Guide reader service. Their brand names will be listed 5,000,000 extra times, in a special, convenient form for consumers' use at the time of purchase.

This additional selling power accrues automatically to advertisers in Good Housekeeping. It's a unique merchandising opportunity. Ask your representative for the merchandising plan to suit your needs.



Planning a promotion in the Pacific Northwest?

THINK TWICE ABOUT TACOMA

First: always think of Tacoma as a vital segment of the dominant Puget Sound Circle—biggest market in the Pacific Northwest.

When your sales forces work this Puget Sound market, nine times out of ten they cover retail outlets in both Seattle and Tacoma *at the same time*. When distribution and merchandising is set in *both* metro areas, the advertising breaks.



Unless it breaks in Tacoma *at the same time*, a good quarter of your sales-merchandising effort is wasted.

That's because of the second thought you have to keep about Tacoma.

It's a market that can *not* be covered by any outside newspaper or any combination.

Only the dominant Tacoma News Tribune—now delivering more than 85,000 daily—can do the job.

Ask the man from SAWYER-FERGUSON-WALKER and get the facts



QUESTION:

What is your biggest single problem in buying space in consumer magazines?

GEORGE F. HALLER, associate media director, Rose-Martin, Inc.—The major problem is to find magazines whose circulation patterns follow the present or potential sales area for a client's product. It is difficult to match closely these patterns, particularly when magazine circulation covers



ers areas in which the product is poorly distributed or not at all. This results in unproductive advertising and a waste of the advertising

dollar. Many accounts have partly solved this problem by the use of regional editions. But, in either case, to get adequate coverage, local media must also be used.

CHARLES W. RICE, JR., advertising manager, Fibers Division, American Cyanamid Company—The most difficult problem we have in buying space in consumer publications is convincing our customers that advertising in national publications helps sell their products. Many soft-goods



manufacturers are strongly prejudiced in favor of local media. They see little direct result from national magazine advertising, and have small

regard for its cumulative values. It is important that our advertising be understood and respected by our customers. I see a ray of hope in new activities of the MAB which should, in time, bring about a better appreciation of the selling power of national magazines.

JOHN J. MESKIL, associate media director, McCann-Marschall Company—One of the major problems the advertiser with a limited budget has is deciding whether to sacrifice frequency for the occasional impact of large space and color necessary to crack through the multitude of advertising messages a reader is exposed to. For example, does the impact of a gatefold, or a Dutch door, appearing twice a year in one or two magazines, outweigh a half-page every month in several publications? It may, if it's the only spectacular in a given issue and can be successfully merchandised to dealers. However, this must be carefully weighed against the loss of more frequent exposure and against larger audiences obtainable by using smaller units.



SETH DIAMOND, media director, Ettinger Advertising Agency, Inc.—A basic problem in using consumer magazines is client education. When a small firm begins to grow, and enters the area of image advertising for the first time, there's a tendency for it to think of magazines only in terms of a great, big, beautiful, four-color spread to impress the trade. Once they've been convinced of the value of advertising, it's often difficult to convince them to go slowly, build gradually, and not spend the entire year's budget on one big splash.



USEFUL FACTS ABOUT

PLAYBOY

the magazine with proven impact in the top-quality young male market

EDITORIAL

A bright colorful package of fine fiction, high humor, pretty girls, fashion and meaningful articles and features aimed at capturing the enthusiasm of the young man-about-business and the man-about-campus.

CIRCULATION—993,275

Editorial vitality is reflected by the largest newsstand sale of any 50c-or-over magazine, 6 mos. aver. 806,580. In addition, Playboy has 186,055 subscribers. Total monthly circ. 993,275 ABC. Circulation is not forced. Advertisers are assured greater readership in Playboy—a magazine that readers buy rather than a magazine that buys readers.

CIRCULATION QUALITY

Playboy is now one of the family of over 50 magazines that is included in THE STARCH CONSUMER MAGAZINE REPORT—the one audience study that compares most leading consumer magazines by one common yardstick. Starch facts confirm Playboy's claim to the top-quality young male market:

AGE

29.6 is the median age of Playboy's male readers. 64.6% of male readership is concentrated in the 18-34 age group. Only magazine in Starch Report with major concentration of male readership in the receptive 18-34 bracket.

INCOME

The median income of the Playboy household is a high \$8,150.

MARITAL STATUS

29.5% of the heads of Playboy households have been married within the past five years; by far the highest percentage of newlyweds reported for any magazine.

URBANITY

52.7% of Playboy's circulation is in cities with more than 50,000 population, second only to The New Yorker among all national magazines. (ABC 12/31/59).

APPAREL

31.8% of the households where Playboy is read spent more than \$500 for wearing apparel during past 12 months.

PHOTOGRAPHY

83.4% of all Playboy households own a still camera, 23.4% own a movie camera, 19.2% own a movie projector, and 22.2% own a slide projector.

TRAVEL

24.8% of Playboy households spent over \$200 on business travel during past 12 months, 33.0% spent over \$200 on vacation travel.

AUTOMOBILES

47.8 of every 100 Playboy households bought an automobile during the past 12 months. 5.0% of Playboy households own three or more automobiles. These figures are highest reported by Starch for any men's magazine.

TOBACCO

71.5% of all Playboy male readers smoke cigarettes. There are 93 male smokers reading every 100 copies of Playboy. No other magazine reported by Starch has a higher degree of readership by male smokers.

LIQUOR

84.2% of Playboy families drink or serve alcoholic beverages. Top figure for any magazine in Starch. 76.9% of all Playboy households drink or serve beer, 55.7%—wine, and 76.2%—whiskey . . . all three highest of any men's magazine.

INSURANCE

24.1% of Playboy households purchased (more) life insurance during the past 12 months, a characteristic of responsible stability.

HOUSEWARES

91.2 small electrical appliances were acquired new by every 100 Playboy households during the past 13 months. 57 of every 100 of these units were acquired for the first time . . . both figures rated highest of all Starch surveyed magazines. More proof that the Playboy reader is at his peak period of purchasing.

RADIO-TV-PHONOGRAPHS

23.9% of Playboy households acquired a new radio and 14.1% acquired a new phonograph within the past 12 months—highest of any men's magazine. 18.6% acquired a new TV set, highest of any magazine in the Starch report.

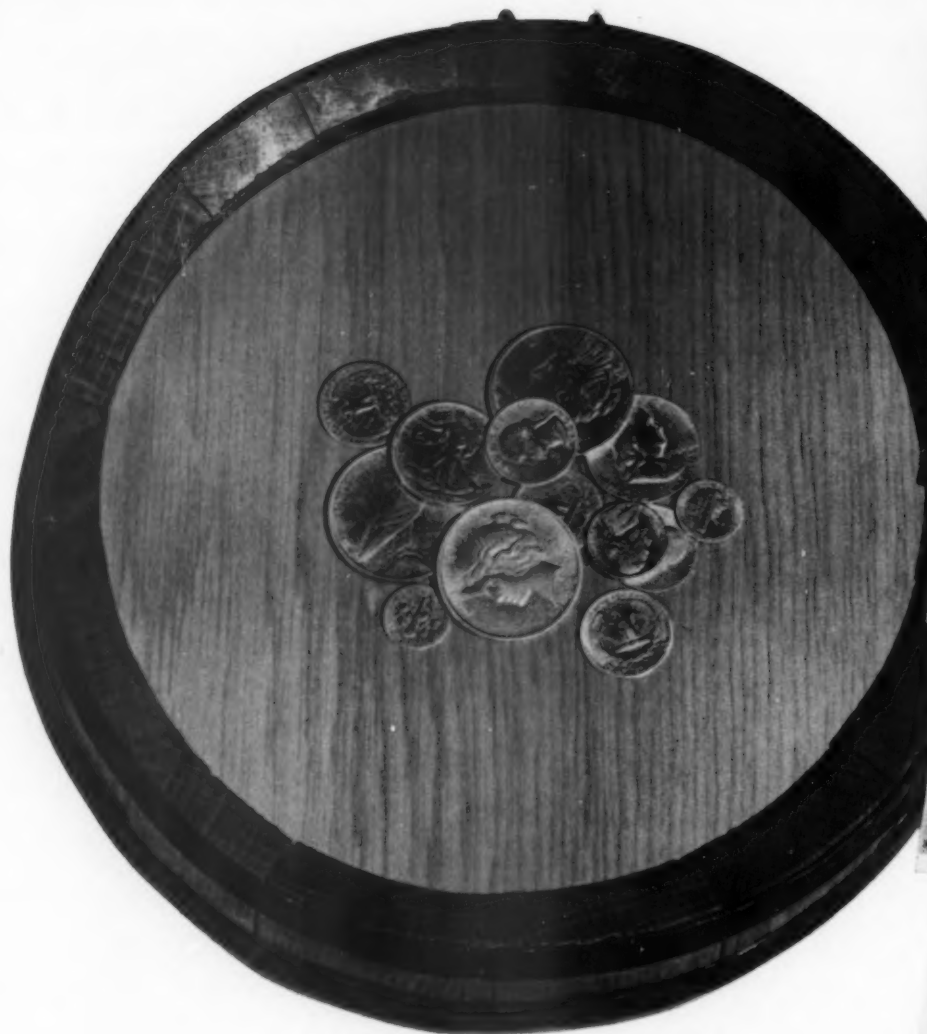
RESPONSIVENESS

One month after Broadstreets' first ad ran in Playboy, they reported: "We have sold over 520 shirts by mail and the orders are still coming in . . . I am very happy both with the direct return on this ad and the fact that Playboy has brought us new additions to our customer list."

The Heath Company, manufacturers of hi-fi equipment, reports that in only seven months their 1/6 pace ads in Playboy have produced 10,200 inquiries—25% more returns than their second ranking magazine produced in nine months. The Diners' Club, world-wide credit organization which uses Playboy to promote its travel plan, reports: "We have found that Playboy is one of our most effective means of reaching businessmen, particularly of the kind who will be requiring extensive travel services."

PLAYBOY

720 Fifth Avenue/New York/Ci 5-2620
232 E. Ohio/Chicago/Mi 2-1000



Still a good way of doing business

American business has come a long way since cracker-barrel days. But one thing hasn't changed—the contractual relationship that results from a paid transaction.

We sell subscriptions to our publications because we believe that people will pay for something they *want*. This seems to us the most natural, normal and businesslike way of “doing business” with

both our readers and our advertisers.

More than that, it imposes an obligation on our editors to consistently produce publications which are *worth* “cash on the barrelhead.”

This way of doing business has helped make all forty-one McGraw-Hill publications and price services a good market place for the products and services of American industry.



McGraw-Hill Publishing Company, Inc., 330 West 42nd St., N.Y. 36, N.Y.



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MEDIA BUYING FOR GRANT ADVERTISING

- *Media director coordinates a network of Grant agencies.*
- *His view of media as part of marketing.*
- *Offers 7 ways to save money in media buying.*

Interview with Reginald L. Dellow
Director of Media, Grant Advertising, Chicago

REGINALD L. DELLOW, vice president and director of media of Grant Advertising's Chicago headquarters, is as much at home in the aisles of a retail store full of people as he is in a media department piled high with facts and figures. An ability to relate these areas appears to be the most important factor in driving this hard-working family man from Winnetka into a top spot in media management.

Mr. Dellow's first job after graduation from Wayne University in Detroit was with the J. L. Hudson department store in that city. He cut his eye teeth in business as a researcher into the retail facts of life; and the habit of watching people's actions in stores has never left him. One of his favorite after-hours diversions is watching the shoppers pick through the merchandise jungles that crowd modern drug stores or thread their way down the neat rows of the local grocery super market.

"You can't think of media buying by itself," says Mr. Dellow. "You can only think of it as one part of the solution to a marketing problem if you are to make your choice of media most effective. Furthermore, the answer to a media-buying assignment is very seldom just one medium. It is a media mix—a combination of media whose inherent qualities are blended to produce the most satisfactory media plan.

How Planning Begins

"The ideal set-up for developing a media plan starts with a full explanation of everything involved in a marketing problem. Whenever possible, with a new client or

a new campaign, I arrange to have the account man sit down with the people in our media department and outline the problem. This is not just another meeting. It is an essential beginning for media planning, so that the media specialists can get the facts of the problem and the feel of the market. If the client can be there, so much the better. If the media specialist is the kind of person who knows how to go out where the product is sold and see how people buy it, and what kind of people buy it, and when they buy it, better still.

"When it is just impossible to get the client or even the account man to sit still long enough to talk the matter through with our media people, I go over the problem with them myself. First, we try to determine the areas of exploration. We consider all available research related to the problem. We take the creative department's copy platform. We question all possible aids to a solution."

Mr. Dellow's insistence on this kind of open-minded approach right at the start carries the thinking of media specialists far beyond their own field. The answer may be in the use of a coupon or a cents-off deal at retail or in other stratagems that do not ordinarily fall within the bailiwick of media buyers. Or the answer may be in a combination of consumer deals and advertising, in which case the media selection should be affected by the decision to use a deal.

"The key to good media planning," says Mr. Dellow, "is an intimate understanding of the problem. Sometimes you can get this from personal contact with the client. Sometimes you have to go to the trade. Not infrequently I



"The key is . . . an intimate understanding of the problem."



"Out where the product is sold . . . you see how people buy."

call on or telephone distributors to get the feel of what's going on—the atmosphere of operation—the sense of competition. I look for guidance from intangibles as well as from facts and figures."

By including the media specialists in the general strategy discussion, Mr. Dellow also paves the way for another organizational matter that he believes to be of great importance. That is the natural integration of functions within the media department. Time and space buyers may spend all of their working hours purchasing either space only or time only, but they should understand both. In addition to the routine of working together as problem-solvers, space buyers and time buyers at Grant are brought together in interdepartmental meetings. These meetings are designed specifically to encourage cross fertilization of knowledge and ideas.

The same free interplay of ideas is encouraged among Grant's many offices. The result is that the media department in Chicago is able to draw on the talents and know-how of media people in other offices as well as on its own staff.

Media Buying in a Network

The inter-office operation at Grant is unique because of the basic structure of the agency. Although ownership is central, the organization of Grant is as an agency network. For operational purposes, each office is autonomous, with a separate media department in each office. The result is that media buyers in each office are handy to clients and work directly with account executives working out of their office. They are better able, according to Mr. Dellow, to maintain "a shirtsleeve relationship with their accounts."

However, local autonomy does not mean that media

personnel in other offices cannot be used to solve the problems of a client in Chicago or New York or wherever Grant may have an office. Other offices are frequently used for surveys on local problems, to help clear stations for time in one or more locality, to buy a local availability—even, at times, to secure a local rate.

"The purpose of the media buyer," says Mr. Dellow, "once the basic strategy has been decided upon, is to (1) provide sound coverage, and (2) secure good advertising value. Our job is to obtain the most efficient and economic value available, and sometimes even to invent greater values than are at the moment to be had. The result is that we get involved in bargaining. And bargaining may be most effective at the local level. But it is not a lower price so much as a larger value (the prospect of results to be achieved) that we are concerned about."

Usually the work of media personnel in an office other than that in which an account is headquartered is part-time and occasional. But there are some accounts at Grant that require the regular services of media people in more than one office. In many cases they even have regional account men for a client who requires a great deal of localized service.

Essentially, the attempt is made to instill the idea in all Grant personnel that no matter how autonomous each office may be, everybody works for Grant. Training of new buyers is accomplished by on-the-job observation, through regular group meetings, and through periodic review sessions. The chief buyer is the teacher. New buyers are broken in by the apprentice system.

The Network Concept

Because of the network concept, any office can place a schedule for any other office. This requires



"The media buyer provides . . . sound coverage, good value."

some special attention to relationships with the representatives, always regarded as very important "partners" by Grant media buyers. When a schedule is placed through the media buyer of another office, the representative who is calling regularly on the office in which the account is headquartered is apt to be credited for the billing. This maintains an incentive for representatives calling on the buyers in Chicago, for example, to recommend the use of media that they represent in all parts of the country—even though the actual space order may be processed by a Grant branch office.

"We develop the strategy on Chicago accounts here," says Mr. Dellow. "Then we decide which office can do the best job of following up the media so as to get the most out of merchandising. Then we have the order placed through that office, with an effort made to have credit for the sale referred back to the medium's representative in Chicago who helped us in the preliminary work that led to the purchase.

"This is fair. It is also in our own self interest, because we want to maintain good relations with the representatives. They are an excellent listening post; and a primary source of leads for new business. Our media buyers are trained always to ask the reps what is going on. We want to be in the know; and it has been our experience that the media reps will always give the straight dope. They will tell you such and such is likely to happen, or that in their opinion such and such may happen or that they know for a fact so-and-so is looking for a new job or a new agency or whatever. Last but far from least, good salesmen are intuitive. They seem to know when something is happening to an account—sometimes even one of your own—before you do."

Although Mr. Dellow leaves the actual buying of media

up to his group of media buyers, he makes a point of keeping in touch with the representatives on a personal basis himself. His objective is to keep abreast of happenings in each medium, and to explore broad areas of development. This goes on in the office and out (where the constant interruptions of agency life can be avoided).

Plan, Review, Coordinate

The media director's job, according to Mr. Dellow, is to develop plans, to review the recommendations of buyers, to coordinate all phases of the work, to see to it that good people are doing the buying. In reviewing media lists, he thinks in terms of the compatibility of individual media selections to the overall marketing plan. If the product has a low-income bias and magazines are being used, then he would question the inclusion of a high-brow magazine on the list. It might be right to include it, but he would require an explanation of why before approving the recommendation. He looks at media patterns to see how well they fit—

1. The product profile (kind of people who buy);
2. Market patterns (where people buy—geographically, by outlet type, in the suburbs or down town);
3. Media considerations (is an important market in a weak radio area? are small towns important?);
4. Art and copy considerations (is color a factor? how about demonstration?);
5. Cost (maybe TV is too costly for the value received);
6. Overall objectives (does the media mix leave any holes in the total marketing plan?).

Merchandising is important, but it should not be a criterion for the selection of the media going into a plan, according to Mr. Dellow. At Grant, merchandising to the trade is developed by the merchandising coordinator in the media department. The objective is to extend the value of the media buy, never to buy merchandising for its own sake. Sometimes it is done without charge; sometimes with shared cost; always for a purpose, and related as far as possible in appearance to other elements of the campaign.

In Mr. Dellow's opinion, cost is no criterion. Sometimes a medium's own promotion, with a note added, is exactly what is needed to send to the trade to convince them that the best media choice possible has been made for the advertising that is backing up their work. This kind of promotional follow-through becomes more important where there are 400 distributors involved than with 30. However, trade selling is always a factor in a well-rounded marketing plan.

Media Is a Contact Job, Too

Mr. Dellow is a great believer in direct client contact for anyone involved in media buying. Just as he likes to have clients present at agency media plan-

ning sessions, so he likes to visit the clients' places of business himself. About one-tenth of his office time (two days a month) is spent in travel.

"The media department," he says, "should meet the client and justify the media selections. I am always glad to handle the media selection part of our presentations of total marketing plans in client offices or in our own office in Chicago. The media man should earn the right to be at these meetings. It is up to him to earn the respect of the people that he works for and with—to exhibit sound judgment and ability to grasp the broad implications of total marketing problems and plans.

"I like to feel that the media department is the No. 2 man on every account. Media is the area of investment. The closer we can work with and through the account man, the better job we can do. This is true on current business, on new business as it comes into the shop, and on new business solicitation.

"When the job involves new business, we become a key source of information on what the prospective client's competitors are doing, and what the prospect himself has done in the past. We get a big assist from the research department compiling market information and such corollary data as the characteristics of users of the product. We like to have media a part of every new business plan; and when it is, we want to be able to explain what media we propose to use and why."

Seven Money Savers

The way to save money in media buying is to get a greater value for what you buy. "It is a process not so much of cost cutting as of money stretching," says Mr. Dellow. For example, here's a list of things that he tries to do whenever it is appropriate:

1. Concentrate money in the geographic areas producing the major portion of sales volume per advertising dollar.
2. Cut down on production cost by repeating advertisements, and put the money saved into more media.
3. Determine seasonal buying habits, and concentrate money at those times.
4. Develop patterns of in-and-out buying in media. Saturate while present to increase impact; then lay off for a while; then come back in again. For example, rather than run 10 spots a week every week, it may be better to run 20 spots a week for two weeks; then drop out for two weeks—or run 40 spots a week every four weeks.
5. Use shorties in broadcast media or small space in newspapers for a product with a short story to tell; and increase the frequency.
6. Create a new media package. This may be done in either print or broadcast media where a new arrangement will benefit both the medium and the advertiser. By thinking up the package yourself you

can get ahead of competition by being the first to use it.

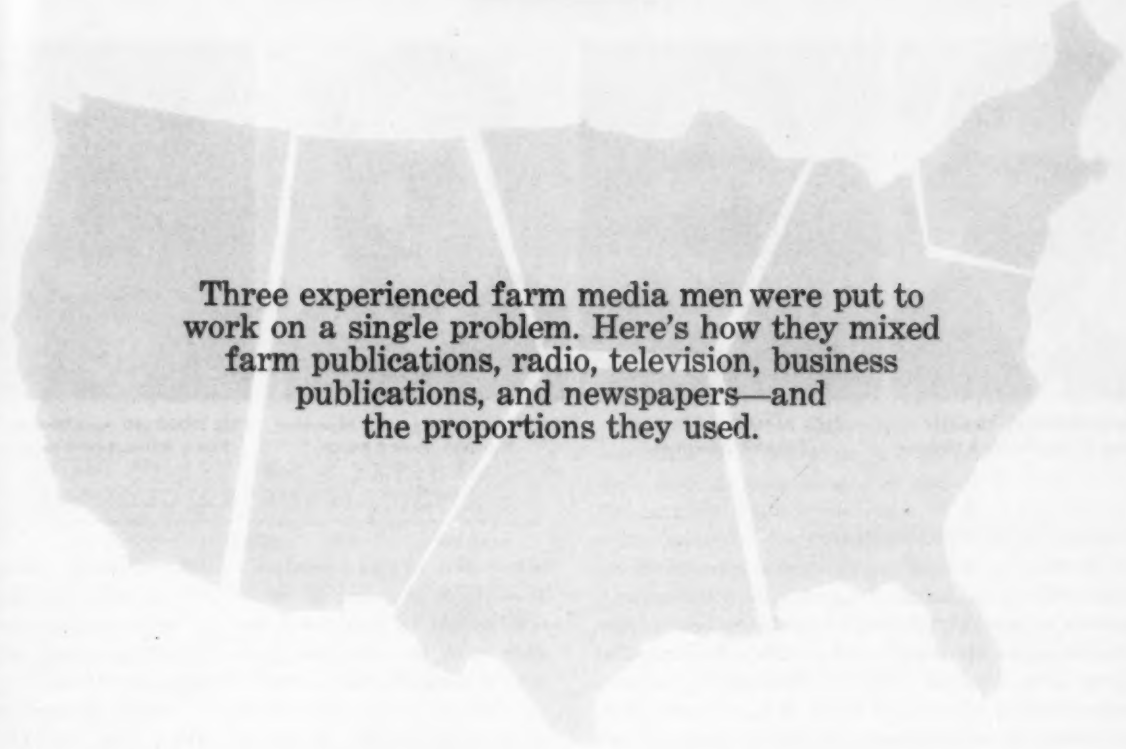
A good example of this is the radio package that Grant developed for Dr. Pepper. It recorded a series of five-minute radio shows starring Eydie Gormé; then aired them three times a week over the ABC network. The result was a relatively low-budget package with good coverage in small towns—just what the Doctor ordered. A similar package was used by Grant for Archway Cookies this spring: five-minute recorded radio shows starring Dennis Day.

7. Develop a cooperative campaign for two advertisers with products that are used together. This not only can secure greater reach for the combined advertising, but can also produce greater coverage of the trade through merchandising by both sponsors. Grant got unusually good results out of a promotion of this kind developed for Archway Cookies and Stokeley Van Camp: a *Fruit an' Cookie Smorgasbord*. As the agency for Archway, Grant ran the radio campaign; and the Stokeley Van Camp group ran the newspaper campaign. Both advertisers cooperated on merchandising the campaign to the trade.

Heads Chicago Media Group

Mr. Dellow runs a busy department at Grant; but his interests do not stop there. Like many creative media directors today, he finds that he can benefit not only from the free interplay of ideas within Grant but also from an exchange of knowledge with media professionals in other agencies. As the first full-term president of the Chicago Agency Media Group, he has been one of the most tireless workers in behalf of organized media buying in the Mid-West. He is also a member of the American Marketing Association (past-president of the Michigan Chapter) and a charter member of the Chicago Chapter, Television Academy of Arts and Sciences. In addition to his experience with J. L. Hudson in Detroit, he worked as research manager and assistant to the media director of D. P. Brother & Co. (Oldsmobile, GM Trucks, Hyatt) and as director of media and research at the Allman Co. (Fruehauf, Dayton Rubber, American Trucking), both in Detroit.

The J. L. Hudson experience, however, is the most significant. It supplied Grant's media director not only with a point of view toward marketing but also with a wife. Mr. Dellow had been tramping the streets outside the department store noting the per cent of women passing with matched ensembles when he encountered the store's fashion coordinator in the elevator. Nothing matched; but he married the girl anyhow. A story also symbolic of one other buying belief held firmly by Mr. Dellow: in advertising, as in life, expect and cherish the unexpected. ■



Three experienced farm media men were put to work on a single problem. Here's how they mixed farm publications, radio, television, business publications, and newspapers—and the proportions they used.

How Three Media Strategists Lick a Farm Marketing Problem

CAN A UTILITARIAN FARM product be marketed creatively through sharp media strategy? Here is one that was. At first glance, nothing could be less promising. The product was neither a miracle drug nor a slick new piece of equipment, but a line of farm buildings. They were prefabricated buildings that could be used either as shelter for all types of livestock and poultry, or for grain or forage storage.

Actually, the product is a mythical one, dreamed up by Daniel R. Collins, vice president of Marsteller, Rickard, Gebhardt and Reed, as his part of an interesting panel discussion before the Chicago Area Agricultural Advertising Association. The association's aim was to turn loose three agency executives—all experienced in farm advertising—on a single problem, and have them report their independent solutions.* The three: Cecil Barger, vice president, Compton Advertising, Chicago; George Riedle, media supervisor, Needham, Louis and Brorby; Carl Stoddard, farm director, Bert S. Gittins Advertising, Milwaukee. The moderator was Earl Hodgson, president of Aubrey, Finlay, Marley & Hodgson.

Product: Mod-U-Bilt Structures

The problem was an interesting one. Mod-U-Bilt Structures, as Mr. Riedle christened them, have nation-wide application for all types of farms. They can be quickly assembled; their cost is three-fourths that of existing kinds of farm buildings. They have been proved practical in use, and in tests by a leading university.

Against these advantages must be placed certain serious drawbacks—specifically in the area of distribution. Mod-U-Bilt has been on the market for two years, but distribution has been unsatisfactory, because of the lack of advertising and merchandising support for distributors and dealers. Seventy-five per cent of sales has been in the Mid-West, with the balance from scattered sales on the Pacific Coast, in Texas, Alabama, Georgia, New York, Pennsylvania, and New England. The company wants to go national.

(Continued on next page)

*This technique has been used successfully at three AAAA Eastern Annual Conferences. All have been reported in MEDIA/SCOPE.

... Three Lick a Farm Marketing Problem



EARL HODGSON, President,
Aubrey, Finlay, Morley & Hodgson



CECIL BARGER, Vice President,
Compton Advertising



GEORGE C. RIEDLE, Media Supervisor,
Needham, Louis & Brorby



CARL STODDARD, Farm Director,
Bert S. Gittins Advertising

(Continued from preceding page)

To do this, the company, a substantial national manufacturer (the farm building operation is a subsidiary) offers—as a base—distribution points in Atlanta, Cleveland, Dallas, Des Moines, Harrisburg (Pa.), Indianapolis, Kansas City, Madison (Wis.), Minneapolis, Omaha, Peoria, Portland (Ore.), and Utica (N.Y.); a network of 250 dealers (including building dealers who both sell and erect). The advertising budget for 1961: \$500,000. The advertising goal: to support distributors and dealers, and to help secure future distribution.

Tap The Potential

Cecil Barger's media recommendations were structured on two premises:

- First, the need for Mod-U-Bilt to pace itself in the face of an ambitious three-year program that called for adding six distributors, 150 dealers, and \$10 million dollars in sales (or double the estimated 1961 total).
- Second, the need to build a quality image for a relatively unknown product that sold for a price far below its competitors'.

These major goals required, therefore, that strategy for the first year exploit the market with the largest immediate potential—and build from there. An examination of farm statistics revealed that the biggest potential for new farm building lies in the Midwest (i.e., the central states have the heaviest concentration of Class I and II farms, which are big spenders for buildings; 58.6 per cent of Mod-U-Bilt's market potential is in that area. The Southern states offer 24.9 per cent of the potential; the West, 12.6 per cent; the East, 3.9 per cent.

Media strategy followed marketing strategy. The Central states, which "provide the nucleus around which we can grow and spread to other areas," received a strong prestige campaign in *Successful Farming*—six four-color spreads. Mr. Barger's reasoning: "This book happens to fit our major market—and we have reasonably good

distribution to take advantage of the magazine's circulation with a minimum of waste." The prestige campaign was backed by harder-sell advertisements localized for each state, in state farm papers. These insertions also carried dealer-builder listings. The Midwest also received the bulk of Mod-U-Bilt's television budget (five-minute strip programs for 26 weeks), which was offered to groups of dealers on a 50-50 co-op basis. Average cost to the company per market: \$6,250; average cost to each dealer: \$300 to \$600. Television, said Mr. Barger, would be used to demonstrate the product's advantages, "strength, quality, construction features, utility. Also, to show buildings on actual farms in the area, and show how they were adapted for special or local use."

Media in the South

Media in the South presented a problem. "We tried state papers and state editions of regional papers, to concentrate on certain markets. But the costs for buying three or four areas across the South came to approximately as much as buying the whole edition. So though we have much waste the first year, we had to choose the full edition of *Farm & Ranch*, which had the lowest page rate per thousand." Because of thinner distribution and less potential market in the South, insertions were four black-and-white spreads for impact, plus four black-and-white pages for continuity.

Western media consisted of *Oregon Farmer* and *Washington Farmer* (four black-and-white spreads; four black-and-white pages). "We show," added Mr. Barger, "only four black-and-white spreads in *California Farmer*," because we have yet to establish this distribution point, and we assume this will take a few months out of our year."

Mr. Barger estimated that Mod-U-Bilt's coverage of the market with its whole program was about 90 per cent in the Central, Middle Atlantic, and Pacific areas; and in the South, from 45 per cent in the Southeast, to 78 per

BARGER'S BUDGET BREAKDOWN

Successful Farming	\$101,972
Midwest State Farm Papers	105,561
Farm & Ranch	60,152
Western State Farm Papers	29,536
TV-Dealer Co-op	102,789
Trade (local newspapers)	25,000
Production Costs	75,000
Total	\$500,000

HOW THREE FARM EXPERTS DIVIDED APPROPRIATIONS

	Barger %	Riedle %	Stoddard %
National Print	-----	31.0	31.5
Regional Print	59.5	25.0	40.5
Trade Media (incl. class. newspaper)	5.0	13.0	3.0
Television Spot	20.5	-----	13.0
Radio Spot	-----	19.0	-----
Mechanical Prod.	15.0	12.0	12.0
	100.0	100.0	100.0

cent in the Southwest (where the best market is).

During the second and third years of the campaign, Mr. Barger hopes to add vertical farm books (e.g., *Hoard's Dairyman*, *Poultry Journal*) "to show specific application of the building to particular kinds of farming," and, as distribution coverage develops, possibly *Progressive Farmer* in the South, and *Farm Journal* and *Farm Quarterly*, to "bolster our prestige campaign."

Mr. Barger saw a problem in trade advertising to reach prospective dealers. "There are no good books to reach the particular type of man we're looking for." He settled tentatively on farm equipment magazines, followed by local newspaper insertions in areas in which dealers were needed.

Develop Distributors

George Riedle of Needham, Louis and Brorby made much the same market analysis as Mr. Barger—and reached similar conclusions. These were that the high potential for Mod-U-Bilt was in the Midwest, and that consumer efforts for the first year should be concentrated in this area, where dealers existed and the product was available. There were, however, significant differences between the two recommendations.

STODDARD'S BUDGET SUMMARY

National	\$177,600
Regionals & State Papers	192,180
Newspaper—Display Classified	15,000
Television	64,000
Total—Space & Time	449,280
Estimated Production Costs	50,400
Total Cost	\$499,680

First, Mr. Riedle emphasized dealer recruitment far more than Mr. Barger. In fact, he pushed Mod-U-Bilt's trade program back to the last quarter of 1960. He did this in order to take advantage of the early February selling season of the following year. This, together with the 1961 trade program, cost \$66,500 for space alone, compared with Mr. Barger's allocation of \$25,000 for trade advertising. Here is how Mr. Riedle spent his trade budget: one eight-page insert and two four-page inserts in each of four books—*Building Supply News*, *Farm & Power*, *Implement & Tractor*, and *Farm Store Merchandising*; plus four spreads in the first two and five spreads in the last two.

The inserts carried post card self-mailers for prospective dealer inquiries. The spreads featured testimonials and inquiry coupons.

Program for Bankers

Half-way between trade and consumer advertising was a special institutional campaign of six two-color pages in *Agricultural Banker*, designed to expose "this unique product to the bankers who will hold the consumer portfolios on all credit sales."

Like Mr. Barger, Riedle concentrated most of his consumer effort in the Midwest. He used five two-color pages each in a dozen state and regional farm papers: six in the Midwest, two in the East, two in the Far West, plus the Georgia-Alabama and Texas-Oklahoma editions of *Progressive Farmer*. Total cost: \$128,720. In addition, he spent close to \$100,000 in local radio-RFD Farm Service programs at the rate of five a week for 13 weeks in 31 markets (again, mostly in the Midwest).

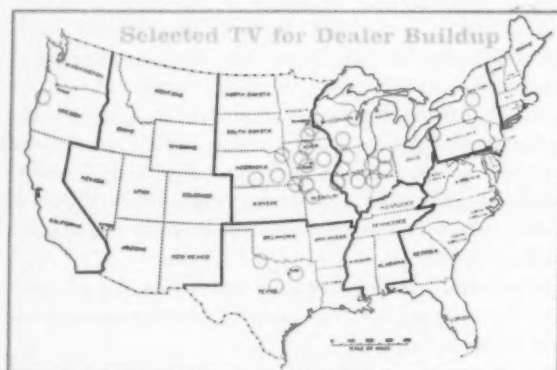
On top of the local effort, Mr. Riedle laid a campaign of national print consisting of four-color spreads and spreads of facing two-color and black-and-white pages in the national edition of *Farm Journal*—three units each. The aim: "to obtain dealer acceptance and sales outside the current dealer pattern to get national distribution—a basic objective." All consumer advertising was designed to run in the heavy farm construction seasons, spring and fall.

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... Three Lick a Farm Marketing Problem



Barger's Midwest Pattern

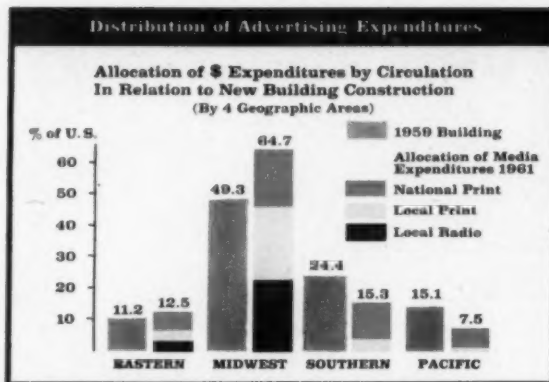


Stoddard's TV Tactics

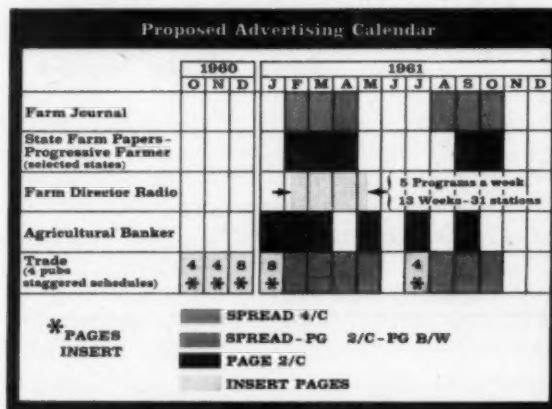
Carlton D. Stoddard, of Bert S. Gittins Advertising, considers himself primarily a creative idea man, rather than a media man. His approach to the problem, therefore is primarily concerned with putting over an idea, and only secondarily with covering a market. The idea is "flow farming," the application of factory methods of work flow, automatic operation, and time-motion studies to farm work. In the case of Mod-U-Bilt, Mr. Stoddard proposed to base flow farming techniques on engineered building design and layout. The idea is good, it's big, and it can be aggressively and extensively merchandised and promoted.

The media tactics follow almost automatically. Explains Mr. Stoddard: "First, use four-color exclusively to color key the buildings with attractive, harmonizing colors—not galvanized or some monotonous monotone. . . . We start with national coverage in all editions of *Farm Journal*, using the tear-out postcards to help open up new

*The Midwest Farm Paper Unit, comprised of *The Farmer*, *Nebraska Farmer*, *Prairie Farmer*, *Wallace's Farmer*, *Wisconsin Agriculturist*.



Riedle's Regional Budget Allocation



Riedle's Media Calendar

areas. Then we take advantage of the Midwest Unit's* new four-color slick stock inserts to intensify in the Midwest. Add extra fill-in impact with selected editions of *Successful Farming* and state papers such as *Ohio Farmer*, *Pennsylvania Farmer*, and *Farmer Stockman*, where we can get four-color with the tip-in cards. We'd use the same color-and-card technique in trade papers for the dealer push. Book each good distributor with farm spot TV, at least one running in each territory for concentrated sales effort.

"Finally, we set aside a modest amount for display classified in daily newspapers in farm areas, for new dealers and distributors."

Mr. Stoddard's resulting media plan is not so very different from those of his colleagues; it was merely evolved from a different point of view. As a matter of fact, Mr. Stoddard's whole plan is not nearly so off-hand as it sounds. He offered in evidence (as the other two members of the panel did not) a detailed schedule and budget breakdown of his TV schedule, complete with call letters. It called for 10 spots per week for four weeks on each of 34 stations in Mod-U-Bilt's distributor areas. ■

THE BIG AWARD TO MARK ETHRIDGE

Or, What To Do When You Forget the Name of the Man You Are Introducing

By George Benneyan

ALL OF US HAVE HEARD the story of the man who on a solemn occasion got up to introduce the guest speaker to the assembled multitude and who (after referring in long and glowing terms to the guest's background, virtues and accomplishments), couldn't remember the guy's name.

Some of us, in our youth, have acted out the scene before relatives and friends, and almost always we've managed to produce a laugh.

You may think it's an unbelievable story. You may think it's a funny story.

I don't think it's unbelievable and I don't think it's funny . . . because it really happened to me.

It happened at the sixteenth annual convention of the National Newspaper Promotion Association at the Waldorf-Astoria in New York in 1946. It was the big night, the big event, of the three-day convention. We were gathered in Le Perroquet Suite of the lush hotel on April 23 for the "Awards to Publishers" banquet. Russell Simmons, promotion manager of the *Cleveland Press*, and president of the Association, was presiding. There were a lot of people there, including a lot of nicely dressed women.

It was the occasion on which NNPA was to present its first annual awards to the publishers who had given "the greatest recognition to the importance of promotion and used its forces to the highest extent for organization progress and public benefit."

The idea of the awards came from Lawrence Merahn, promotion manager of the *New York Sun*, who was chairman of the program committee for the convention and who became NNPA's next president. It was a good idea. It was one of several steps undertaken by the Association to raise the stature and improve the quality

of newspaper promotion . . . and to gain, inside and outside newspaper organizations, a greater acceptance of the value of promotion, promotion departments, promotion budgets and promotion men (or, as someone has said, "to create less disrespect for promotion").

* * *

THE AWARDS JURY WAS an impressive one. Clarence Francis, president of General Foods, was chairman. Serving with him were Bernard Gimbel, president of Gimbel Brothers; Ben Duffy, president of Batten, Barton, Durstine & Osborn; T. S. Repplier, president of the Advertising Council; Dr. Paul Nystrom, professor of marketing at Columbia University.

I hate to think of it, but some, and perhaps all, of these distinguished gentlemen were present at the banquet and witnessed what happened to me during the ceremonies.

The jury had decided that the top award should go to Mark Ethridge, publisher of the *Louisville Courier-Journal and Times*. He was to receive an impressive-looking trophy at the banquet. Nine other publishers were selected for honorable mentions, and they were to receive scrolls at the banquet.*

Mark Ethridge well deserved the citation he was to get. He gave promotion more than lip service. Under his management, the two Louisville papers had for several years, and particularly during the preceding year (1945), conducted outstanding promotion programs not only for the publications themselves, but also for the area they served.

(Continued on next page)

* Mr. Ethridge is still receiving awards. In May he received the third annual Columbia Journalism Award given by the Columbia University Graduate School of Journalism. He also delivered the fourth annual Pulitzer Memorial Lecture at Columbia.—The Editor.

THE BIG AWARD TO MARK ETHRIDGE

(Continued from previous page)

Ethridge, mindful of the dangers and difficulties . . . and the responsibilities . . . of being a "monopoly publisher," operating the only two newspapers in the city, had developed a large number of community activities



conducted or sponsored by his newspapers. The primary purpose of these enterprises was not to acquire more advertising or more circulation, but to gain and maintain public good will, respect and loyalty. The activities ranged all the way from clubs for women and outings for teen-agers to summer operas, soil conservation and forestry.

Of course, these enterprises and activities had to be promoted; and the promotion material prepared in their behalf by the Louisville papers was distinctive and effective.

* * *

I HAD BEEN ASKED TO present the awards at the banquet partly, I guess, because I knew Mark Ethridge personally, partly because I had been active in the founding of NNPA, and partly because I was at the time promotion director of the benevolent and all-embracing Bureau of Advertising of the American Newspaper Publishers Association whose purpose was to serve all newspapers.

Mark Ethridge had become one of the best-known newspaper publishers in the country. He was highly respected within the industry and was already something of a public figure, besides. The year before (in 1945) he had visited the Balkans on a special fact-finding mission for the U. S. State Department. In 1947, the year following these awards, he was to be appointed the U. S. representative on the United Nations Commission to Investigate Greek Border Disputes. A few years later he was to serve on the Palestine Peace Commission. He became chairman of the U. S. Advisory Commission of Information, a trustee of the Ford Foundation, and a director of the Associated Press.

Before he became general manager, and later publisher, of the Louisville papers he had held important editorial and executive posts on the Richmond (Va.) *Times-Dispatch*, the *Washington Post*, the *Macon (Ga.) Telegraph*.

So, you see, we were honoring a man of no mean stature, a man whose name was frequently before the general public. This made the occasion all the more solemn and significant.

I first knew Mark Ethridge when he was a reporter (from 1923 to 1925) on the *New York Sun* and I was handling the promotion for that paper. A few years prior to the awards dinner, I had visited with him in his office while I was on a trip to Louisville . . . and we had a great time chinning over the days on *The Sun*. We were "Mark" and "George" to each other. It's important to remember that.

Before the dinner I had spent a couple of hours with Mark and his wife in their Waldorf suite. Mrs. Ethridge was, and is, Willie Snow Ethridge, the well-known author, lecturer, and raconteur. Before her marriage she was a newspaper reporter and magazine writer. She had already written such books as "As I Live and Breathe," "I'll Sing One Song," "This Little Piggy Stayed Home." Later she was to write "It's Greek to Me," "Going to Jerusalem," "Let's Talk Turkey." Her most recent book, "Russian Duet" (published in 1959 by Simon & Schuster) is, reportedly, one of Mrs. Eleanor Roosevelt's favorite current books. Most of these books, with their cute titles, were built around her travels with her husband in foreign lands. She was, and I'm sure she still is, vivacious, lively, attractive and charming. In her books she speaks frequently

of her husband and always she refers to him as "the roommate."

Prior to the dinner, news photographers had taken posed pictures of Ethridge receiving the trophy from me. (It was a bronze hand resting on an appropriately inscribed pedestal and holding aloft a folded newspaper.) This advance shooting was for the purpose of getting pictures to the New York morning newspapers in time for the next day's issues. The actual presentation of the trophy would come too late in the evening for that.

I cite all this to show how well I knew Mark Ethridge, how important a man he was . . . and what little excuse there was for what followed.

* * *

NOW I WAS ON MY feet and having a great time. I knew most of the diners. I knew my subject. I knew the honored guest.

I had made some preliminary remarks about newspaper promotion in general, the advances it had made, the improvements that I thought were still needed. I had praised NNPA for its astounding progress, for becoming a powerful and useful national organization in a few short years, for the many valuable projects it had launched (including these newly-established awards to publishers) for the advancement of media promotion.

I was in the midst of saying how glad and proud I was to be asked to make the award to the publisher responsible for the year's best use of promotion . . . not only because he so richly deserved the citation, but also because I happened to know him well. I was telling them of the years he and I had spent together on *The Sun*. I was talking about the enviable place he had made for himself in and out of the publishing world, and the many honors that had come to him.

With the trophy in my hand, I came finally to the classic line: "It gives me great pleasure to present this award to my friend_____."

And then, so help me, I couldn't think of his name.

It was gone completely. I couldn't get it back . . . either his first name or his last name.

Most of the people in the room thought I was putting on an act, like kids do when they tell the story. They thought it was funny and they laughed.

But I was in a sweat.

Mark, sitting at my right at the speaker's table was looking up at me, waiting for me to say his name so he could get up and make his acceptance speech.

I kept looking down at him, hoping that the looking would bring back his name.

He, too, thought I was acting, pretending that I couldn't remember his name. He kept grinning at me and waited.

But the name wouldn't come.

What would you have done?

I'll tell you what I did.

I bent down to my good friend Mark Ethridge and I said, softly but frantically; "What's your name, quick?"

This, too, seemed like part of an act to those in the banquet hall and the laughter increased. But Mark, by this time, had sensed my predicament, knew what a spot I was in. In a low and kindly voice he gave me the information I needed. I quickly finished my remarks and sat down.

And Ethridge went on with his gracious acceptance speech as if nothing serious had happened; as if he, too, was a party to a harmless act I had trumped up.

* * *

HOW DID IT HAPPEN? Why did it happen?

I don't know.

It had never happened to me before. It has never happened to me since.

Perhaps it was because I had rehearsed my speech too much . . . or not enough. Perhaps I had memorized it too much . . . or not enough. Perhaps it was because I was so anxious to lead into the climax of my talk that the climax escaped me when I got to it. Perhaps it was because of Ethridge's unusual first name. (Years later, whenever I wanted to refer to him during a conversation with friends, I had to struggle for the name.)

Whatever caused it, there was suddenly a blind spot, a mental block . . . and I was completely lost. I assure you, in case you're wondering, that the mild, dignified, and customary drinking that went on before the banquet had nothing to do with it.

Let the psychiatrists fight it out. I don't know the answer.

All I know is that now when I hear the old, rusty story about the guy who forgot the name of the man he was introducing, I don't laugh the way I used to. ■

FACTORS AFFECTING INQUIRIES FROM BUSINESS PAPER ADVERTISING

In this issue and in June, MEDIA/SCOPE presents a 7,500-word study of how color, bleed, location, position, season, frequency, and other factors affect the volume of inquiries from and readership of advertisements in business publications. This discussion is based upon a four-years' study done by Meldrum and Fewsmith, Inc., Cleveland, for its client, Republic Steel Corporation.

In June MEDIA/SCOPE, Mr. Earley stated the problem, and discussed the research techniques used, pattern of response, color as compared with black and white, bleed and non-bleed, location of advertisements in a publication, and position on right- or left-hand pages. — The Editor.

An Analysis of

Inquiries From

Business Paper Advertising

PART 2

By A. E. Earley

Vice President and Director of Marketing Services
Meldrum and Fewsmith, Inc., Cleveland

- *Coupon Response and Readership*
- *Monthly and Seasonal Patterns of Response*
- *Frequencies of Publication*
- *Repeat Advertisements*
- *Duplicate Advertisements in Different Publications*
- *Putting the Study to Work*

THE RELATIONSHIP BETWEEN inquiry response and advertisement readership has interested advertisers for a long time. Some formal studies have been made on the subject, as well as random efforts on the part of many advertisers. Dr. Starch's "Analysis of 12-Million Inquiries" established that "when individual deviations are leveled out by combining results from many advertisements, readership and inquiry performance correspond reasonably well."*

A study of electronics advertising that appeared in *Printers' Ink* established an inverse relationship between readership and inquiry response, based on the theory that when complete information is given readership is high, inquiry response low, and *vice versa*. **

Before giving a statistical comparison, let us look at just seven of Republic Steel's high-rated Starch ads:

*Starch, Dr. Daniel, "Analysis of 12 Million Inquiries," MEDIA/SCOPE, February 1959, p. 40.

**"Best Read Ads Pull the Fewest Inquiries," *Printers' Ink*, January 24, 1958, pp. 59-60. This article is based upon a study done by Walter M. DeCew for *Electronic Industries*, published by Chilton Co., Inc.

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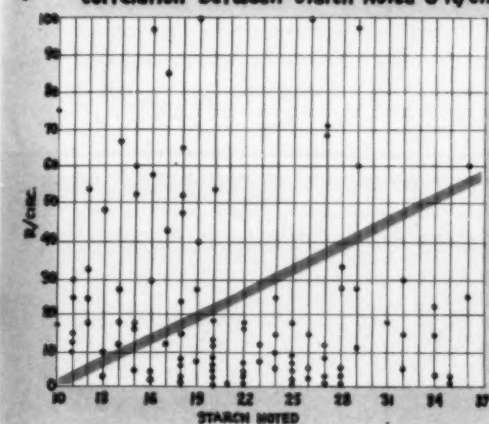
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Ad	Publication	Starch Noted		Response per Unit of Circulation	
		Ad	Pub. Avg.	Ad	Pub. Avg.
1	A	46	24.0	22.5	12.6
2	B	36	20.6	60.0	118.7
3	C	36	25.7	23.6	21.9
4	D	35	23.5	2.2	6.5
5	A	35	24.0	-0-	12.6
6	D	31	23.5	17.1	6.5
7	B	29	20.6	112.5	118.7

Each of the ads has a Starch rating considerably higher than the publication average while only ads 1, 3, and 6 obtained inquiries at a rate higher than the publication average.

Figure 1 Correlation Between Starch Noted & R/Circ.

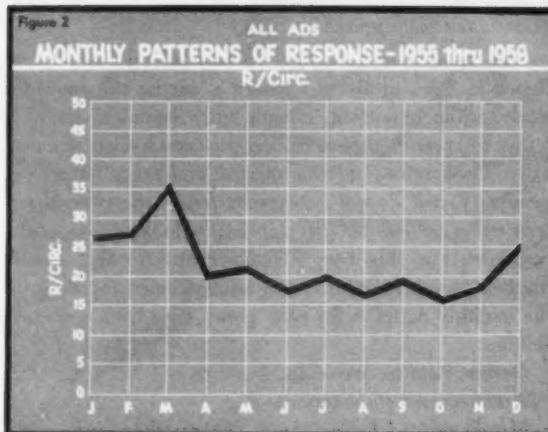


Statistically, no relationship exists between Starch Noted scores and coupon response to circulation for the Republic Steel ads. If a positive relationship existed between high Starch ratings and high inquiry response, a large number of ads would be grouped in the upper right-hand corner of the chart. Conversely, if many ads received both low Starch ratings and low inquiry response, they would be grouped in the lower left-hand corner. The others would be grouped intermediately between the highest and lowest groups of ads. If an inverse relationship existed, high inquiry response ads would be grouped in the upper left-hand and high Starch rated ads in the lower right-hand corners, with the remaining ads falling intermediately between.

As can be seen, the dots are dispersed all over the graph. We can say without equivocation that there is absolutely no relationship between the readership of these ads and their ability to obtain inquiry response.

Monthly and Seasonal Patterns of Response

Contrary to what some business publishers have pro-
pounded, we found very definite patterns of monthly and seasonal response. Overall, response is best in March,



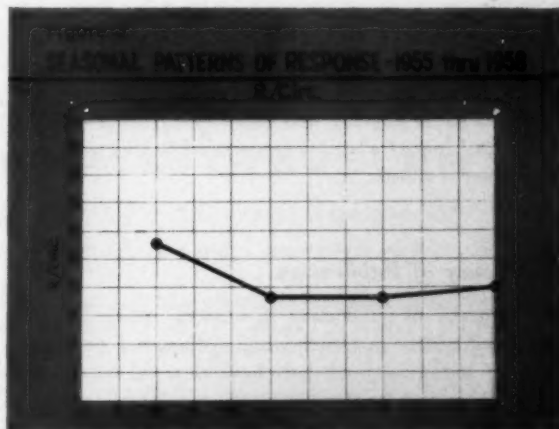
poorest in October. In order of response per unit of circulation, the months arrange as follows:

Best Six Months	Response per Unit of Circulation		Poorest Six Months
March	34.9	20.1	April
February	26.9	19.6	September
January	25.9	18.8	November
December	24.9	17.2	June
July	21.2	16.7	August
May	20.7	16.0	October
Six Month Average	25.8	18.1	

It is obvious that there is better than a 100 per cent gain for the best month over the poorest; a 42 per cent gain for the best six months over the worst six months.

By quarters, in terms of response to units of circulation, we have the following pattern:

First Quarter	28.0
Fourth Quarter	19.9
Second Quarter	19.1
Third Quarter	18.7



... Analysis ...

(Continued from preceding page)

The monthly and seasonal patterns of response for all Republic Steel products appearing during the four-year study, while important, do not tell a complete story. In terms of specific audiences, the picture changes dramatically. *Publications serving specific audiences react independently, and do not necessarily follow the general pattern either in number of responses or monthly pattern of response.* For this reason publications serving specific markets or job functions have been grouped together and the monthly patterns for each group have been plotted as follows:

Design Publications—Fig. 4

Architectural Publications—Fig. 5

Metalworking Publications (Other than automotive and aviation)—Fig. 6

Metalworking Publications (Automotive and aviation)—Fig. 7

Petroleum and Gas Publications—Fig. 8

Chemical Publications—Fig. 9

Heavy Construction Publications—Fig. 10

Light Construction Publications—Fig. 11

These response patterns point up the marked differences in people by market and function in terms of total response, as well as time of response. From a media standpoint they indicate the necessity for the media buyer who is responsible for industrial media selection to be thoroughly knowledgeable on the interworkings of a market or function, as well as the media involved. For these significant seasonal differences in response seem to reflect very real differences in the type of man and type of work practices common to an industry or function.

Knowing these seasonal patterns of response makes it possible for us to plan our insertions more intelligently—to talk to the people we want to reach at the time they are most responsive to our advertising. Knowing the degree of response by market and function has helped us also to establish objectives for individual advertisements more realistically. For example, the petroleum and gas industry responds at the rate of 12.7 compared to 21.8 responses per unit of circulation for all publications. This is an important industry to Republic Steel. Although some double-page spread advertisements are still being used, we have introduced the use of dramatic multi-page units in publications serving this industry in order to make up in total impact what the readers fail to give us in actual coupon response.

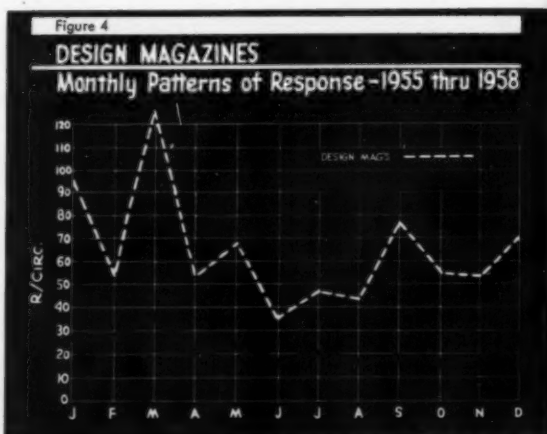
Frequency of Publication

Frequency of publication in business media has been discussed widely in recent years. Although a preponderance of industrial publishers have retained the monthly cycle, there has been a noticeable trend toward the bi-weekly and weekly cycles. Publications included in the

65 studied have been grouped by weekly, bi-weekly, and monthly publishing cycles. They performed as follows:

Publishing Cycle	Average Response per Unit of Circulation
Weekly	15.1
Bi-weekly	17.3
Monthly	29.9

Again, these are averages for all publications studied and variations follow by market or function. However, using inquiry response as the sole measurement, this analysis indicates that the chance of having a reader respond to a Republic Steel advertisement is almost 100 per cent greater when the advertisement is placed in a monthly magazine. It is possible that a reader budgets an average amount of time to a given magazine. As that magazine increases its frequency of issue, it does not necessarily follow that the reader increases proportionately the amount of time spent with that magazine.



Repeat Advertisements

The basic doctrine on repeat advertisements has already been well documented by Dr. Starch and others. Relating repeat advertisements solely to Republic Steel advertisements, we found that a repeated ad is much more stable in a publication than the entire group of Republic Steel ads within each publication. It was also strongly indicated that the second insertion of an advertisement is at least as good as the first insertion, and that it can be repeated at any interval regardless of season and be expected to perform in the same relative manner.

For example, we have selected a number of repeat ads which ran in *Iron Age*, *Engineering News-Record* and *Oil and Gas Journal*.

In *Iron Age*, response per unit of circulation varied from zero to 82 responses per unit of circulation for all Republic Steel ads run during the four-years' period.

(Continued on page 48)



PLANE TRAVELERS DELIVERED *at lowest*

"buy line" rate

\$1.88 per line per 100,000
people traveling by plane
on business or pleasure

Some people fly. Others don't — yet.

In Boston, the people who fly are more likely to read the Herald-Traveler than other Boston papers.

With the Herald-Traveler you reach many thousands more people who fly and at a cost per 100,000 far lower — \$1.88 against \$2.67 with the second paper, \$3.72 with the third paper.

What happens with plane travelers is also true with other classifications of readers: home-owners, car-owners, appliance-owners, people with charge accounts, etc. You get *more of the people you want* with the Herald-Traveler.

That's why Boston stores have always given the Herald-Traveler the bulk of their business — 28 consecutive years of retail lineage leadership (32 years of national leadership).

The Herald-Traveler rep can give you the "buy line" rates in Boston for many reader classifications.

The BOSTON HERALD-TRAVELER

Boston's home-delivered newspaper

THE BEST "BUY LINE" RATE IN BOSTON

Represented nationally by **SAWYER-FERGUSON-WALKER CO.**, New York
Philadelphia • Detroit • Chicago • Atlanta • Los Angeles • San Francisco
Special travel and resort representative: **HAL WINTER CO.**, Miami Beach

... Analysis ...

(Continued from page 46)

	Response per Original Run	Unit of Circulation Repeated Run
Ad A	14	24
Ad B	14	5
Ad C	5	8
Ad D	8	8
Ad E	12	16

The greatest difference is 10 responses for Ad A—a considerable lesser difference than the range of 0-82.

In *Engineering News-Record*, response per unit of circulation varied from zero to 110 for all ads run during the four-years' period.

	Response per Original Run	Unit of Circulation Repeated Run
--	------------------------------	-------------------------------------

Ad A	28	36
Ad B	48	48
Ad C	44	51
Ad D	33	36
Ad E	50	59

The greatest difference here is nine responses for Ad E—considerably less than the publication range of 0-110.

In *Oil and Gas Journal*, response per unit of circulation varied from zero to 40 for all ads run during the four-years' period.

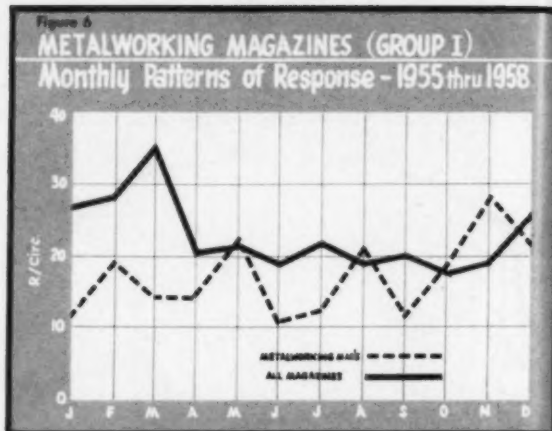
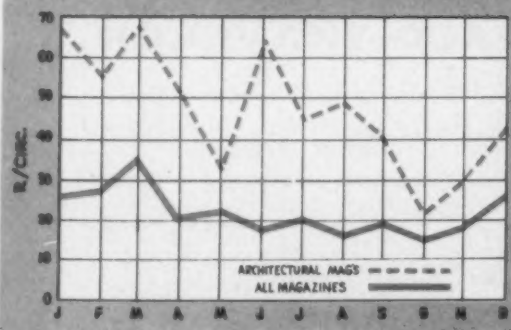
	Response per Original Run	Unit of Circulation Repeated Run
--	------------------------------	-------------------------------------

Ad A	14	14
Ad B	5	12
Ad C	10	5
Ad D	3	3

The greatest difference here is seven responses for Ad B—considerably less than the publication range of 0-40.

In each instance, the difference in response rate of the advertisement when repeated is considerably less than the difference in rate of response for all Republic Steel ads run in each of the three publications during the four-year period.

Figure 3
ARCHITECTURAL MAGAZINES
Monthly Patterns of Response - 1955 thru 1958



Because of product and application innovations, we have not carried our repeat ad studies beyond the first repeat which generally falls within a 12-months' period. We expect to continue studying the performance of multiple repeats on a statistically-controlled experimental basis. However, based on our study to date, repeated advertisements have become an integral part of our advertising planning. As new ads are introduced they are carefully checked as part of our continuing study, and ads to be repeated are chosen with confidence.

Duplicate Advertisements in Different Publications

During the four-years' period, 188 duplicate ads appeared in two magazines with similar audience characteristics—*Iron Age* and *Steel*. Statistically, we found no difference in response per unit of circulation between the publications. In charting a histogram of differences between the performance of duplicate ads appearing in both magazines, the great majority of all the ads fall within the area of least difference—from minus two to plus four coupons difference. This seems to support the belief that in industrial advertising, the same ad directed to similar audiences in similar publications will perform in about the same manner.

Investigating this duplicate ad finding a little further, we examined the seasonal variations in response of *Iron Age* and *Steel*. The pattern is almost identical for both publications. November is the best month. February, March, April, October, and December are also above the average. The remaining months fall below the average. Both publications peak and fall off in the same months and from the seasonal standpoint, in the same quarters.

Division and Product Findings

Among the most important variations we have been able to isolate are those having to do with the ability of each division and product to pull inquiries. We can now rank the 15 divisions studied, and the principal products

(Continued on page 52)



Byrd
grows them...
LOOK
sells them

"Our LOOK advertisement was one of the most successful we ever ran, in terms of producing sales and opening up new markets," says H. F. Byrd, Jr., Secretary and Treasurer of H. F. Byrd, Inc.

Late in 1959, H. F. Byrd, Inc., of Winchester, Va., the world's biggest grower and marketer of apples, ran its first advertisement in a national magazine. The full-page, four-color Byrd insertion appeared December 8 in Zones 3 and 6 (South and Southwest) of LOOK's revolutionary new Magazine regional advertising plan. Here's what happened:

"First of all," says Secretary-Treasurer Byrd, "dealer comment showed the LOOK ad enhanced our position in the trade.



The ad also gave our salesmen a perfect entry—and more important—a sales clincher. The development of several new markets can be attributed directly to this one ad."

In a letter to Byrd, Raymond Rhodes, divisional produce merchandiser of the Kroger chain, said, "We thought so much of your LOOK ad—with its beautiful reproduction—that we asked all of our store managers to buy extra copies of the magazine and display them

above the Byrd apples."

In the first quarter of 1960, only LOOK—among all major magazines—attained record highs in circulation, advertising revenue and advertising pages. One reason for this unmatched vitality is LOOK's outstanding ability to produce sales. For LOOK means sales.



How to reach 70% of the total buildna

The Bureau of Building Marketing Research forecasts that the 1960 builder market is essentially of the same proportions as 1959, when \$31.7 billion in buying decisions were made by builders who put up 1,378,500 new homes, did \$5.2 billion in remodeling and accounted for \$7.7 billion in non-residential building.

Even more meaningful to media buyers, however, are these vital BBMR facts just released: 70% of this business came from one source—the builder-readers of PRACTICAL BUILDER magazine! Small builders, large builders, medium builders—importers, builders and contractors throughout the U.S. who did 69.7% of all housing started in 1959, 50% of all builder remodeling, 80.5% of all non-residential building. Their dollar volume totaled \$22 billion—the greatest single concentration of builder buying power offered by any builder magazine!

THE ONLY MAGAZINE EDITED EXCLUSIVELY FOR BUILDERS

Practical Builder

delivers the largend



ld market with a single magazine

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another meaningful statistic: 54.7% of this most important buying force read PB—
exclusively! The 73.1% who do not read the second builder magazine did a volume
of \$13.5 billion; the 69.9% who do not read the third builder book did \$13.3 billion
total dollar volume!

urely, if you're seeking to sell the most builder-buyers at the least cost—statistics
ke these (plus the lowest rate per 1000 builder readers) make it convincingly clear:
RACTICAL BUILDER is your most far-reaching and best builder-media buy!

Want research proof of these facts? See your PB man or write

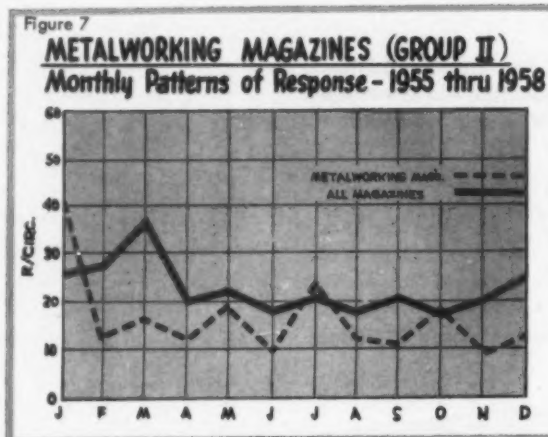
RACTICAL BUILDER • A Cahners Publication • 5 South Wabash Avenue • Chicago 3, Illinois



gend best builder-buyer audience!



... Analysis ...



(Continued from page 48)
manufactured by each, on this basis.
Here are just six examples:

Division	Responses per Unit of Circulation
Truscon	23.4
Alloy	11.0
Bolt and Nut	9.9
Pipe	9.5
Steel and Tubes	7.0
Pig Iron and Coal Chemicals	2.3

Going a step further, we can also rank the major products within a division. Using the Truscon and Berger Divisions as examples, three major products manufactured by each are ranked as follow:

Product	Responses per Unit of Circulation
Truscon { O-T Steel Joists	29.0
Division { Vision Vent Windows	22.3
{ Steel Buildings	12.0

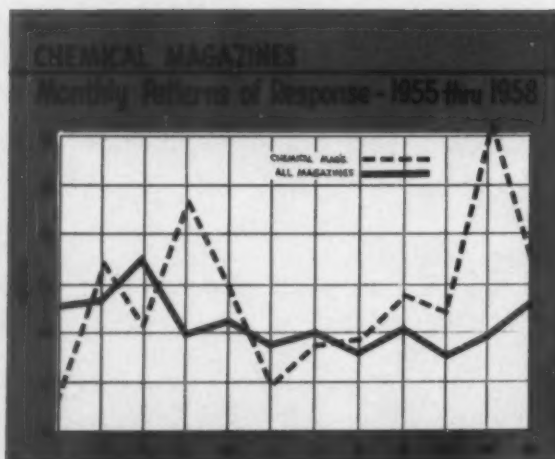
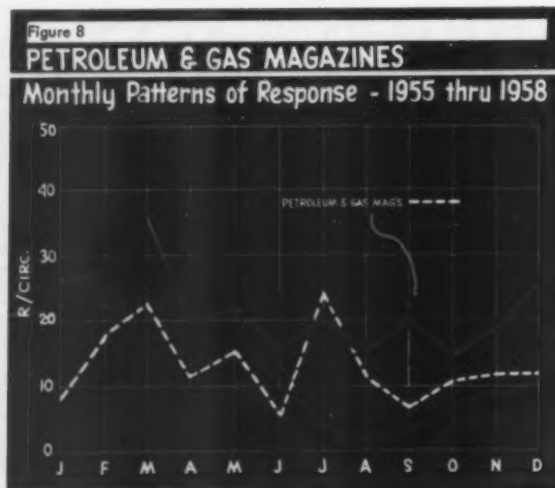
Product	Response per Unit of Circulation
Berger { Wedgelock Shelving	6.0
Division { Steel Lockers	5.5
{ Materials Handling Equipment	4.8

Because one product is featured and three or more products are co-featured in our product group advertisements, it is important for us to know the ability of each product to pull inquiries under each condition. We now have this information for all major products. Here are some examples:

Product	Response per Unit of Circulation When Featured	When Co-featured
Vision Vent Windows	55.5	13.0
O-T Steel Joists	40.8	29.1
Steel Buildings	15.1	11.5
Wedgelock Shelving	8.3	6.2
Steel Lockers	8.3	4.9
Fasteners	6.9	6.5
Cold Finished Steel	5.0	6.8
Materials Handling Equipment	4.6	5.5

These data have been refined even further by relating the inquiry pulling power of each product with the cost of the space in which it is being advertised. For example:

(Continued on page 54)



Let's face the facts about selling the OEM market

Engineers—the men who design a production-run product and have top responsibility for its performance—are the primary influences in selecting components and materials for the Original Equipment Market. This is their job—and it pays you to let them know what your product can do for them.

Suppose engineers become interested in your product. Then what happens? They may buy a limited quantity for testing and trial runs. If the product meets specifications, they can recommend it for the Approved Supplier List. But in many cases they will specify "X Brand, or Equal." Yours may be

"X Brand." It may be "Or Equal." Or the engineer may not specify *any brand at all!*

When the product is ready to go into volume production, the requisition for the number of units to be purchased goes to the Purchasing Department, which has the list of approved sources of supply for this product. You are on the list. So are some of your competitors. It's up to the purchasing agent to decide which company to buy from, or how to divide the business between two or more approved sources.

This is a critical point of the sale. Your company doesn't meet its payroll on test runs or trial orders. You meet your payroll on production business.

Purchasing agents are the primary influence in the selection of *actual suppliers* of approved products. This is their job. They *must* buy from reliable sources. So it pays to let them know that your company puts out a superior product and stands behind it—in research, production facilities, performance, service. For this we recommend the magazine purchasing agents have depended on for 45 years—their own methods and news source—PURCHASING Magazine.

To sell the OEM market, be sure you are making *both* sales: engineering for product approval; purchasing agents for your share of the business. To do this keep your advertising to engineers and to purchasing agents in balance.

PURCHASING MAGAZINE

205 East 42nd Street, New York 17, N. Y.
a Conover-Mast publication

NOTE: Our representatives are prepared to show you objective research material on how industry buys and how industrial purchasing agents read and rate industrial publications.

... Analysis ...

(Continued from page 52)

Product	Response per Unit of Cost	
	When Featured	When Co-Featured
Nylok Nuts & Bolts	118	22
Standard Bolts & Nuts	35	25
Cold Finished Steel	22	27
Alloy Steels	21	20

It is obvious that these cost and interest data make it possible to select divisions and products for feature and co-feature positions on a more efficient basis.

Finally, the inquiry pulling power of each product in each publication in which it appears has been statistically analyzed. For example, in the 27 publications in which Republic Stainless Steel appears, its average pulling power is 80 inquiries per unit of circulation.

Publication	REPUBLIC STAINLESS STEEL Pulling Power = 80	
	Below Average	Above Average
A	—	104
B	38	—
C	36	—
D	—	270
E	72	—
F	—	430
G	14	—
H	—	450

As a by-product of this analysis, we can rank each of the 65 publications on the basis of their inquiry-producing performance for Republic Steel products. Using 100 as our average rate of response, the best inquiry-pulling publication performed at the rate of 1020, or 920 per cent above average, while a few publications failed to produce any responses. Twenty-seven of the publications performed above the average while 38 performed below the average.

Advertisement Characteristics

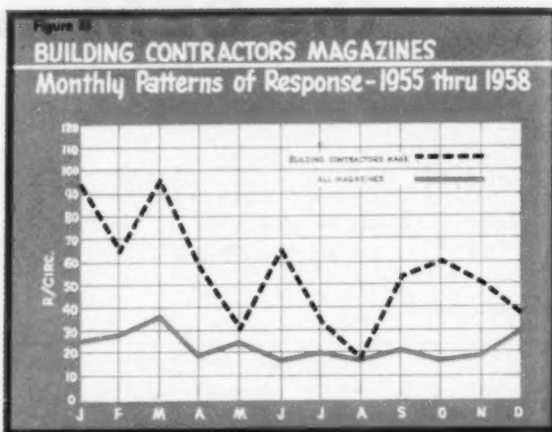
Although not of primary concern to the media buyer, some examples of our findings regarding the physical characteristics of the Republic Steel advertisements might be of at least academic interest. Based on our analysis of Republic Steel Starch rated ads:

- It is strongly indicated that headline after illustration is better than headline before illustration. As to makeup, one type style is superior to a combination of type styles.
- Square halftone photograph is superior to other combinations which include: square halftone artwork, vignette artwork, and vignette photographs. Vignette artwork performs better than vignette photograph.

- Action without people rates the best while no action with people does the poorest. Action with people and no action without people perform similarly.

Based on our analysis of response to unit of circulation:

- It is strongly indicated that headline before illustration is superior to headline after illustration. As to makeup, one type style is superior to a combination of type styles.
- Square halftone photograph is slightly better than the other combinations, although the difference is not statistically significant.
- No action without people is definitely superior.



Putting the Study to Work

Unless the results of this analysis can contribute to the overall efficiency of Republic Steel's advertising, it is of academic value only. To date, each statistically-valid finding has been interpreted in terms of our media buying and our creative approach, and has been woven into the overall fabric of our product group advertising.

When all of the ads run by Republic Steel during the four-years' period are grouped together, and the average response per unit of circulation is determined, a large number of ads fall in the low inquiry-obtaining class. Naturally we want to decrease the size of this class while increasing the number of ads falling in the upper strata of the high-inquiry obtaining class. How well have we done?

During the past two years we have achieved over a 10 per cent gain in the effectiveness of our ads in gaining inquiries. Based on circulation figures, our ads in these 65 publications reach more than 25 million people each year. If we have an average Starch Noted score of 20, we have more than five-million people seeing our ads. By increasing this Starch rating only the same 10 per cent, we

(Continued on page 56)



Follow the LEADER in Philadelphia and its suburbs

There's one leader in Philadelphia and its suburbs.
It's The Evening Bulletin.

The 1959 A.B.C. Audit Report shows that The Evening Bulletin's leadership in circulation in 14-county Greater Philadelphia is 145,637.

Two major research studies show The Evening Bulletin's leadership in adult readership in both the city and the suburbs.

The 1960 National Analysts, Inc. survey shows that The Evening Bulletin leads in readership by 351,000 adults in Greater Philadelphia homes with telephones.

And the 1957 Carl J. Nelson Research, Inc. study shows that The Evening Bulletin leads in readership by 396,000 adults in Greater Philadelphia families.

In the suburbs, where Greater Philadelphia is

growing fastest, A.B.C. Audit Reports for 1950 and 1959 show:

The Evening Bulletin's Suburban Circulation Grew TWICE AS FAST As The Morning Inquirer's

	Circulation Gain	Percent Gain
Evening Bulletin	+45,641	+19%
Morning Inquirer	+20,490	+9%

The Evening Bulletin's Suburban Circulation Leadership TRIPLED . . . from 11,611 to 36,762

(and this 36,762 leadership does not include the tens of thousands of Evening Bulletins sold in downtown Philadelphia which are carried home to the suburbs every day)

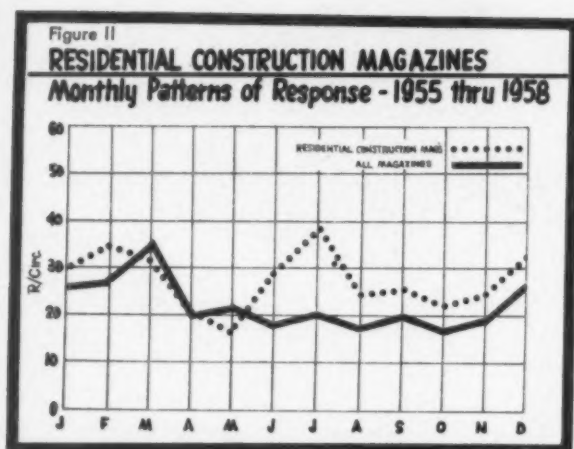
Follow the leader in Philadelphia and its suburbs—
The Evening Bulletin.

In Philadelphia Nearly Everybody Reads The Bulletin

The Evening Bulletin Leads in Circulation and Readership ... in Philadelphia and in Suburban Philadelphia

A MEMBER OF MILLION MARKET NEWSPAPERS, INC.
Advertising Offices: New York • Chicago • Detroit • San Francisco • Los Angeles

Suburban Philadelphia: 13 counties beyond the city in the 14 county Greater Philadelphia A.B.C. City and Trading Zone



are adding another half-million exposures to our advertising.

Certainly we could hasten this gain by going to a copy approach designed primarily to obtain inquiries. But inquiries are not our advertising objective per se.

The coupon is placed in the ad merely for the reader's convenience, and we believe its return to us reflects a genuine interest in the products being advertised. For Republic Steel the inquiry still is an important by-product of advertising, but not the *raison d'être*.

We have eliminated non-functional color. We are now buying bleed pages throughout our business paper schedule.

We have a more factual knowledge of the interest-level of many of Republic Steel's products, how they perform in relation to each other when featured and co-featured by publication and by season. Since roughly one-third of our ads are repeated within the calendar year, the choice of which ads to repeat and when to repeat them can be made with greater confidence. We have a new set of bench marks to compare our advertising against.

Importantly, this study has brought to each of us who are concerned with Republic Steel's product advertising a new confidence born out of knowledge. We have set our sights on another 10-15 per cent increase in readership of Republic Steel's advertising. We believe we will attain it, and that this study has helped point the way! ■

More Views Offered On Adequate Rate Protection

IN ITS MAY issue, MEDIA/SCOPE published a proposal for adequate rate protection. This was the culmination of a series of articles on the subject begun nearly a year ago.

Since May, a number of persons have made valuable comments on the major thesis of the proposal—that in general, rate protection policies of media do not adequately serve the needs of advertisers; that something should be done about it; that the remedies should lie in the area of uniformity, simplicity, and sufficient length of notice.

The comments generally support these proposals, but with some qualifications and refinements. Here is a summary of what has been said:

- A full year's notice for all media is unrealistic; six months should be both adequate and practical. One reason advanced: not all media are governed by the same conditions, competitive position, or economic atmosphere. Therefore, better to settle for a minimum within the scope of all media than to give up the chance of any uniformity in rate protection policies.

Effective Communications

- One overriding need in the area of rate protection policy is effective communications. Without clarity and simplicity, the most rational policy in the world will be defeated. No statement on rate protection should be encumbered by excessive detail or burdened by qualifications. A policy that is hedged about with restrictive "ifs," "ands," and "buts" is no policy at all; if every advertising contract is a special case, it might be better to say so, and to refer advertisers to the seller's representatives for information.

- Rate cards should be so organized as to permit buyers to tell at a glance what a medium's rate protection policy is. Very often, the pertinent information is spread through the rate card under such headings as, *Date, General, Special Charges, Contract and Copy Regulations, and Miscellaneous*. All conditions affecting rate protection should be grouped under an appropriate sub-heading.

- Media must keep up to date with information. Dr. H. P. Alspaugh, di-

rector of Standard Rate & Data Service's rate and data division, who has had years of experience in keeping perishable information fresh, has this to say:

"Currently, SRDS uses bulletins between issues to announce all rate changes so as to give adequate or maximum notice to advertisers in accordance with rate protection policies. When new rates are announced a considerable amount of time before the effective date, these rates are published in a special section labeled 'Future Rates.' Also, a special box in the regular listing announces the fact that new rates have been released. However, these precautionary steps fail in their purpose when owners of media do not cooperate by supplying new rates well in advance of the requirements set forth in rate protection policies.

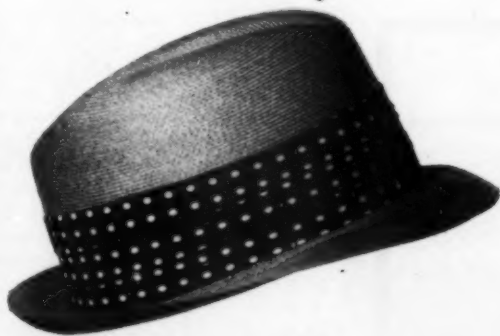
"It is my belief that hastily released rate cards invariably result in confusion, misunderstandings, and ill will from advertisers."

- No matter what the form or timing of rate policy announcements, they should be brief. ■

**This new
National
Yellow Pages
Service**

**lets us buy
any combination
of local markets—
with just
one contract!**

TELL ME MORE!



Media Man: Well, it's a completely new advertising service.

ACCT. SUPV. What's so new about it?

Media Man: Cuts all the red tape. Now we can place selling advertising in over 4,000 Yellow Pages directories all over the country through a single office—with *one* contract.

ACCT. SUPV. And we can put real sell in them?

Media Man: Sure. Tie right in with our national campaign. Get to the "Ready-to-Buys"—the people who are about to purchase a product like ours. Tell them *why* to buy as well as *where*.

ACCT. SUPV. But what about our tricky selected markets?

Media Man: That's just it. We can buy any combination of Yellow Pages directories to match our geographical marketing pattern.

ACCT. SUPV. And how do we get billed?

Media Man: Just one bill—monthly.

ACCT. SUPV. One thing more—what about commission?

Media Man: Positively!

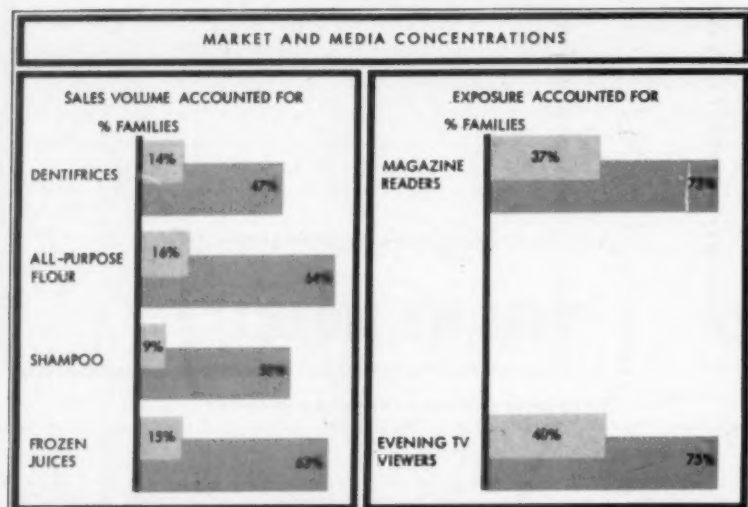
ACCT. SUPV. I'm convinced. Let's put it in the works!

NEW



ONE CONTRACT / ONE CONTRACT / ONE MONTHLY BILL

New Method Compares Media For Purchasing Potential



Research firm offers service comparing magazines, supplements, and television.

A NEW APPROACH to the subject of comparative media analysis was dumped in the laps of media buyers last month when Curtis Rogers, president of the Consumer Panel Division of Market Research Corporation of America, made public MRCA's new Media Evaluation Service. Although MRCA has been quietly going after business for the new service for some time, it is only now that the wraps are off, first tabulations are in, and media buyers are going to get a chance to see if they want and can use the data.

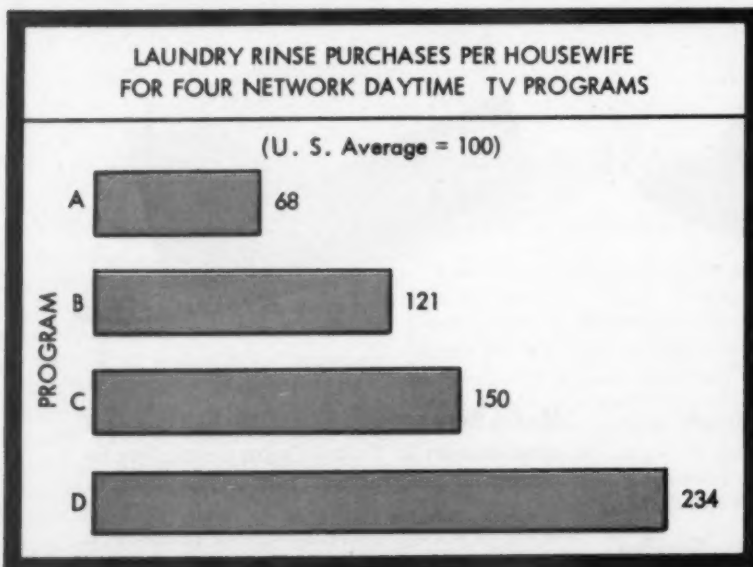
What MRCA has done is set up a new and admittedly arbitrary definition of exposure for magazine, supplement, and network TV media: *looked into*, or *looked at* as reported by members of the National Consumer Panel. These members report each week on their purchases of a long list of food and household items. First question for the media buyer is whether that definition is significant to his purpose.

Definition of Exposure

If this definition of exposure of the medium is adequate as a criterion, then the media buyer can follow the MRCA process into selection of those members of its panel who were exposed to any of 36 individual magazines, five national newspaper supplements, 58 evening TV shows or 30 daytime TV shows. MRCA can then report on exactly what the people who were exposed bought: by product type, by brand, by package size, etc. However, there are limitations here.

For one thing, the period of media exposure in MRCA data was limited to seven weeks in the fall of 1959. The period of measurement of food purchases does not coincide with that same seven weeks; it is rather for a typical period of purchasing, taken usually out of convenience as one year. So what MRCA comes up with is actual purchases for a typical period by people who were exposed to the media in question during another typical period.

(Continued on page 60)



A NEW MEDIA COMPARISON YARDSTICK: COST PER \$1,000 OF SALES POTENTIAL			
	BAKING PRODUCT	HOUSEHOLD PRODUCT	TOILET ARTICLE
MAGAZINE A	.20	3.45	1.00
MAGAZINE B	.30	1.30	.85
MAGAZINE C	.55	1.13	.90

Charts above show (top to bottom): A relatively few families account for most of the sales, and a relatively few families account for most exposure in magazine and TV. Purchasing potential of daytime TV shows range from index 68 to index 234. Media cost per thousand dollars of potential are lowest in Magazine A for a baking product, highest for a household product, and about the same for a toilet article.

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July 1960



"Representative coverage my elbow. Give me one of your masterpieces in a page in the New York News. I need those 2,200,000 exclusive News readers. You told me yourself that 85% of them are from the over-\$5,000 bracket. We got merchandise to move, chum!"

DINING OUT ON CREDIT IN 1960

... a cause dear to the hearts of many ad men received a big boost in October, 1959, when **RESTAURANT MANAGEMENT** gave the bulk of that issue editorially to the pro's and con's facing top volume restaurant operators... **another example of RM's famous editorial awareness, leadership, service.**



RESTAURANT MANAGEMENT

ITS 60,000 CONTROLLED CIRCULATION GIVES YOU SATURATION OF COMMERCIAL RESTAURANTS GROSSING OVER \$50,000 YEARLY



Ahrens Publishing Company, Inc.

230 Park Ave., New York 17, N. Y. 201 N. Wells St., Chicago 6, Ill.
633 So. Westmoreland Ave., Los Angeles 5, Calif. 900 3rd St., San Francisco 4, Calif.
583 Eight-O-Five Peachtree Bldg., Atlanta 5, Ga.

How do farm tractor owners rate the farm publications they read?

● Important basic facts revealed in new McCann-Erickson Study. **READY SOON!**

MIDWEST UNIT *Farm Papers*



(Continued from page 58)

Again, if the media buyer accepts this measure of activity in buying on the one hand and in media exposure on the other by the same families, then he has a tool to conjure with in media selection. It is simply a matter of arithmetic from there on to calculate the value in dollars of purchases in a year of families exposed per advertising dollar in specific media. And the final product is dollars of potential purchases in a product class per year for every dollar spent in each medium. Comparison of cost per thousand dollars of buying potential between media is the new criterion.

This development is an outgrowth of work done along these lines by MRCA for the Magazine Advertising Bureau last year, resulting in MAB's report on "The Profitable Difference" (see *MEDIA/SCOPE*, November 1959, page 67). But it has been extended to a method of reporting on individual media, and the study period now being used is seven weeks in October-December 1959. A similar study will be made by MRCA in a seven-weeks' period this fall for use in 1961. MRCA reports that it now has several clients for the new service both among advertisers and media, and that through its advertiser clients the data are being furnished to media buyers in several agencies.

Comparison Between Magazines

Mr. Rogers says that, using this method, wide differences in value occur between *Life* and the *Saturday Evening Post*, for example. Without revealing which magazine does better, his index shows that it costs 90 cents to reach \$1,000 of all-purpose flour potential in one magazine as compared to a cost of \$1.15 to reach \$1,000 of all-purpose flour potential in the other.

He points to even wider differences in potential reached by different TV shows. And in the case of TV, he makes the point that, although TV costs tend to vary with size of audience, potential purchasing values do not.

MRCA continues to be tight-lipped about specific findings, because its business is based on selling family purchase data (now including media comparisons) to individual clients. But the accompanying charts show the kind of media comparisons it is running into.

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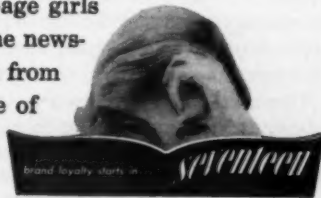
YOUTH

market

!



A MARKET THAT HAS COME OF AGE IN A GREAT BIG WAY! America's 9 million teen-age girls are the fastest-growing market in the country. SEVENTEEN talks *with* these girls...heart-to-heart and cover-to-cover. Thus between SEVENTEEN and its readers there exists a depth of understanding and mutual admiration. That's why teen-age girls are so devoted and responsive to SEVENTEEN. They buy this magazine at the newsstand month after month, and buy more merchandise from its pages than from any other magazine. In fact, 4,800,000 teen-age girls read an average issue of SEVENTEEN and 65.2% of them have actually bought from its pages.* Your advertising in SEVENTEEN puts you in the big, booming Youth Market, *the market that has come of age in a great big way.* *Gilbert Youth Research



it's easier to **START** a habit than to **STOP** one! SEVENTEEN MAGAZINE • 488 Madison Avenue, New York 22 • PLaza 9-8100

DOUBLE EXPOSURE FOR YOUR ADVERTISING:

SEVENTEEN-at-School—only magazine of its kind—offers your educational materials to high school home economics teachers. SEVENTEEN Magazine carries your advertising into their classrooms. Ask us about it!

Media/scope, July 1960



AT PARTY CONVENTIONS of both major political parties, television cameras dominate the scene.

EXCITEMENT is the word for politics. And plenty of it will rub off on advertising in the next few months.

Every four years when the people of these United States go about electing a President, advertising becomes a spectacular part of the big show. It also steps out as a tangible factor in the mechanics of democracy in action. Without the exposure of the candidates to mass audiences on home TV screens, we as a people would not get the broad opportunity that we do to evaluate the personalities and the issues at stake—at low cost and in great convenience.

Advertising professionals (in particular, media experts) guide this

process. Advertising (TV's only source of revenue) picks up the tab for most of the cost. However, relatively little is known about how this vital process works—problems involved—what's good and what's bad about it.

The presidential political season passes so quickly, and in the midst of such a hurly-burly of claims and counter-claims, that the parts of the whole in which significant use is made of advertising become blurred. From the time of the party conventions to Election Day is only four months. In that time, the Democratic and the Republican parties have to stage their conventions, and then run a campaign designed to expose fairly and com-

pletely their candidates to the entire nation. This is by its nature and timing the biggest, most intense, and most important sales-advertising drive in the United States.

Advertising gets involved in:

- (1) Sponsorship of TV at the conventions
- (2) Space sold in printed convention programs
- (3) Time purchased during the election campaigns
- (4) Print advertising during the conventions
- (5) Promotion materials of all kinds
- (6) Free time for candidates on TV

How Media Are Used In a National Political Campaign

A Report On:

- *Advertising at the conventions*
- *Media buying for presidential candidates*
- *Republican and Democratic agencies*
- *The issue of free time*

Convention Coverage

Best estimates indicate that 93 per cent of the homes that have TV will watch the convention coverage of the NBC, CBS, or ABC networks: 42 million out of a total of 50 million households. In these homes will be an average of 2.2 viewers per set while the convention shows are on, watching on the average eight hours of each convention show. Both TV and non-TV homes will devote untold additional hours of radio listening to the conventions. Virtually every American of voting age will be affected, and in most cases for long hours of exposure.

The cost of this coverage (including both actual costs of technicians,

cameras, etc. and revenue forfeited through preemptions) will be close to \$25 million to the networks. They will get back in revenue from sponsors of the big shows and related telecasts between a third and a half of that investment. But they will still run up a loss of at least \$12 million for this public service. The loss will have to be covered by income from general advertising.

All three networks are selling packaged convention shows. ABC's package is ticketed at \$12,500 per minute for a minimum of 20 minutes during its telecasts of the two conventions. This is a one-twelfth sponsorship of a total of 240 minutes for sale, to be aired at ABC's discretion on rotation

during both shows. First and only buyer by mid-June was 20th Century Fox with a one-twelfth sponsorship for \$250,000. Live and film one-minute and two-minute spots will be used on rotation, with an expectancy of reaching at least four million homes per minute (\$3.10 per thousand homes). ABC was having the hardest time of the three networks in selling the package when queried by MEDIA/SCOPE, in spite of the efforts of its ace salesman, Slocum Chapin.

NBC's package is ticketed at \$15,000 per minute for 38 minutes during its convention and election eve telecasts combined. This is a one-sixth sponsorship of a total of 228

(Continued on page 66)

Highlights of an interview by Chilton with the

"...business papers are a



The multitude of people, great and obscure, whose sight and appearance have benefited from the Shuron Optical Company, could not be counted. For this large Rochester, N.Y., firm has been in business nearly a century. Its history has been a rewarding one. Shuron is in the enviable position of being the world's largest organization devoted exclusively to the ophthalmic professions and the principal manufacturer of optical laboratory processing equipment. Many of the changes in style and construction that have taken place since around Civil War days were Shuron-originated. This company's sales organization operates through an efficient system of regional and territorial managers and representatives. Its marketing team includes Raymond H. Anderson, Gen. Sales Mgr.; Robert VanReypen, Product Mgr.; Egil Ruud, Field Sales Mgr.; Thomas Marion, Sales Promotion Mgr.; and Coleman H. Mallory, Adv. Mgr. Recently we had a pleasant interview with Shuron on the subject of business magazines. We present it in brief form on the opposite page.

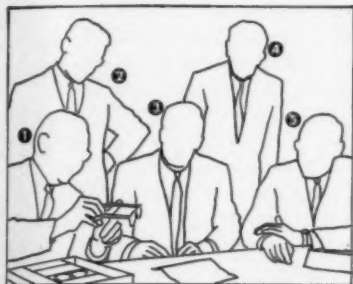
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Marketing Team of the Shuron Optical Company a major selling tool"



1 Mr. VanReypen: "Business magazines and trade journals are important media that we utilize for introducing and promoting our major product lines to the ophthalmic trade and professions. They provide a continuing opportunity to bring our name and our products to the attention of all segments of the growing optical world. We look upon such product advertising as a real means of gaining and holding product acceptance."

2 Mr. Marion: "There is no question about the value of the market-

ing assistance a business magazine can offer. We need to know more than we have in the past about our markets, and it gets to be expensive for each manufacturer to rely on his own resources to research them constantly. Manufacturers would have to pay good money for the kind of research that business magazines hand them."

3 Mr. Anderson: "There are many ways to sell, of course. Certainly advertising and sales promotion are two important functions, and business papers are a major selling tool. Style has meant so much to our industry—and business publications contribute heavily to acceptance of style in eyewear. Our styles can be presold to distributors through business publications. The very substantial portion of our annual expenditure that goes into business papers reflects their importance in selling Shuron products."

4 Mr. Mallory: "We always consider business magazines the backbone

of any advertising promotion campaign. A few years ago we included a 4-page insert on 'Eye Care' in business magazines and got 3000 replies. We use spreads in optical publications reaching a potential of 90,000 circulation. There are only 30,000 possible outlets in our industry, so we reach every outlet three times a month—get about two million impressions a year—theoretically. I don't know where else we could get the same results for what we spend as in business publications."

5 Mr. Ruud: "Our present market has undergone major changes from what it was 10 years ago. We need all the information we can possibly get to intelligently plan our approach in this dynamic market. Business magazines have been of help to us by providing information on industry trends and thinking that aid us in formulating our approach to product and sales planning. They are also important to us from a sales standpoint, in that we can reach our customer with sales points that help 'pre-sell' our entire line of ophthalmic materials."

Chilton, one of the most diversified publishers of business magazines in the country, amasses the experience and resources to make each of 17 publications outstanding. To help you get better results from your advertising, Chilton now makes available an intensified Marketing Assistance Program (M-A-P). Special skills and facilities in marketing research add a new dimension of strength to the editorial excellence and quality-controlled circulation of Chilton publications. A representative will be glad to confer with you. Write for a "Guide to Chilton's M-A-P." It gives full details.



CHILTON PUBLICATIONS

Chilton Company, Chestnut and 56th Streets, Philadelphia 39, Pennsylvania

Publisher of: Department Store Economist • The Iron Age • Hardware Age • The Spectator • Automotive Industries • Boot and Shoe Recorder • Gas Commercial Car Journal • Butane-Propane News • Electronic Industries • Aircraft & Missiles • Optical Journal • Motor Age • Hardware World Jewelers' Circular-Keystone • Distribution Age • Product Design & Development • Chilton Research Services • Business, Technical and Educational Books

Media/scope, July 1960

... Media in a Political Campaign

(Continued from page 63)



ACCOUNT EXECUTIVES for presidential advertising campaigns: Carroll Newton (left) for the Republicans; Reggie Schuebel (right) for the Democrats.

minutes for sale. By mid-June, it had lined up Field Enterprises (World Book Encyclopedia) for a one-twelfth sponsorship; and for one-sixth segments (\$600,000 each): B. F. Goodrich and Dealers, Brown & Williamson, *Look*, and Lipton Div. of Lever. The task force assigned to selling the NBC package included: Edwin S. Friendly, Jr., director of special program sales; Don Durgin, vice president of network sales; and Rod Erickson, consultant brought in to help sell the convention package.

The CBS convention package is the largest, and the only one that had assured sponsorship from the start by a single sponsor, Westinghouse Electric Corporation. It will include TV coverage at the conventions, nine half-hour shows during the campaigns (Friday nights, 9:30 to 10:00), and election eve coverage from 9:00 p.m. on—plus full sponsorship of CBS radio coverage. Package price is \$6 million.

Westinghouse Steals the Show

This will be the third time that Westinghouse has sponsored full coverage by CBS. It started with the first convention at which TV was a major factor in 1952, when George Ketchum of Ketchum, MacLeod & Grove, Pittsburgh, signed up the CBS coverage for Westinghouse. Mr. Ketchum had always been interested

in politics. He was impressed with the political possibilities of TV, and with remarkably imaginative foresight worked out a contract whereby his agency might buy the whole show in behalf of Westinghouse. This arrangement has been renewed in advance for each presidential year; and first refusal of CBS coverage in 1964 has already been secured by Ketchum in behalf of the client.

Westinghouse's buy has developed into the undisputed front-runner in convention sponsorship. It has secured dominance for Westinghouse ever since during presidential years; and both Westinghouse and CBS will do everything in their power to maintain that position this year. Factors in their favor are:

(1) A strong and unique image as the convention sponsor, carrying over from the 1952 and 1956 conventions. This results in part from public acceptance of the kind of coverage given by CBS, combined with restrained use of TV commercials during key periods of convention activity. During the bitter credentials fight in the Republican Convention of 1956, commercials were kept off the air for three hours and 39 minutes.

(2) Betty Furness, whose marathon, live commercial delivery during previous conventions earned admiration and identity for her as a figure associated with these shows. She will be doing the commercials live again,

supported this time by her daughter, a humanly interesting touch that should charm many viewers. Trial runs of Betty and her daughter at work were pretested by Gallup & Robinson, and proved high in impact and acceptance.

(3) Two pre-convention Sunday evening programs on CBS, previewing the events and building up the coverage of the conventions in the following weeks.

(4) A bundle of advertising by CBS of both convention shows, of the half hours during the campaign, and of the election eve telecasts. This will include two full pages in *TV Guide* and newspaper advertisements in 22 newspapers.

The investment that is lumped into Westinghouse's convention purchase is drawn from its regular network TV advertising. Its sponsorship of Desilu Playhouse was allowed to run out. And it will delay purchase of the kind of network shows it would ordinarily buy in the fall until the first of next year. With the unusually broad coverage and impact that expects to get from the convention there will be a carry-over for several months after the election. And election eve is already into the start of the Christmas buying season. Furthermore, the convention coverage will reach not only housewives but business men also, securing a large and variously significant audience in a dominant way.

Ketchum, MacLeod and Grove is the agency of record for the show. It will be billed for the entire package by CBS; and will in turn pay other agencies of Westinghouse in proportion to the amount of time given to their parts of the account—minus a previously determined percentage earned by the agency of record for handling the show. The other agencies are Grey Advertising (television and radio sets) and McCann-Erickson (consumer products and Total Electric Home campaign). KM&G handles the corporate account. Division of commercial time will be roughly: 25 per cent corporate, 25 per cent Total Electric Home, 50 per cent consumer products and TV-radio.

The Westinghouse team will be headed up for the third time by Rog-

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July 1960



CONVENTION REGULARS are Betty Furness, announcer, and Perry Lafferty, independent TV producer-director. This will be third time for them as team to produce live Westinghouse commercials at presidential conventions of both major political parties.

er H. Bolin, advertising director of Westinghouse, with Vince Drayne, vice president of KM&G, as agency contact on the account.

Printed Programs

Unlike sporting events, the conventions themselves do not derive any revenue from TV. But for other reasons they are self-supporting. Committees separate from the National Political headquarters of each party manage the big shows. They defray expenses by getting financial support from the convention cities, and from advertisements in the printed convention programs.

The Democratic Convention Com-

mittee will receive \$350,000 from the city of Los Angeles and \$200,000 from sales of advertisements in the convention program. Handling the program is Charles Thorp, a professional program developer whose business includes many football programs and programs for other events. He reports brisk sales, far ahead of the results in 1956—still not so active as in the Democratically halcyon days of the Roosevelt administration. But if program advertising sales are any criterion, the Democrats are gaining in importance now.

The Republican Convention Committee will receive \$400,000 from host

city Chicago and \$175,000 from sales of advertisements in its printed program. Handling the program for the Republicans has been L. Richard Guylay. He was director of public relations for the Republican National Committee in 1956, and was called back to that post again last month, after his work on the program was just about completed.

Page rate in both books is the same: \$3,500 per black-and-white page; and many advertisers play it safe by going into both books with ads displaying both elephant and donkey symbols.

(Continued on next page)

... Media in a Political Campaign

(Continued from preceding page)



ASSOCIATION HEADS: Theodore Replier (left), president of Advertising Council which stimulates get-out-the-vote campaign; and Frederick Gamble (right), president of American Association of Advertising Agencies which has new plan for pooling talent for election campaigns.

Election Campaigns Cost Money

The election campaigns themselves are a combination of paid advertising, free publicity, and personal selling—with all three activities quite interdependent. Although advertising has always been important, it has grown in significance as well as cost since television became available. But for the most lively presentation of some candidates, a personal selling situation (at a rally, for example) is most effective. So—along with more advertising—there is a trend to more old-time political rallies—more travel to rallying points—higher cost for mobile TV equipment, private campaign planes, etc.

Cost of political campaigning is going up, but less than half the cost is paid advertising. Paul Butler, chairman of the Democratic National Committee, refers to an "authoritative study" that sets total cost of political campaigns of all kinds in a presidential year (local, state and federal) at \$200 million for all parties combined.

This sounds like a lot of money, but many observers believe that this is not enough. The objective is fast exposure of the candidates and their policies to every Tom, Dick and Mary in the United States. The winners will be in charge of the expenditure of \$80

billion in government spending per year for four years. We as a nation invest less than three-tenths of one per cent of the four-year government bill in deciding who will control the spending.

When it comes down to cost of only the presidential campaign, in view of issues involved, expenditures seem small indeed.

Because of the unusual way in which money is raised and spent during political campaigns, there are no absolute figures of dollar expenditures. The most detailed accounting of the matter is that secured after the 1956 campaign by the Senate Rules and Administrative Privileges and Elections Subcommittee. Its report shows that \$40 million was spent on the 1956 presidential campaign by Republican and Democratic interests combined. Although the Subcommittee itself says that these figures are incomplete, it did secure reports from most responsible organized groups that spent money on the elections, an accounting of the expenditure of 744 different committees.

A Look at Election Laws

Although at least \$40 million is spent, the election laws (written before TV) set \$3 million as the limit of expenditure for each party's na-

tional committee. The result is that both political parties are forced to circumvent the intent of outmoded political rules, at the same time obeying the letter of the law as written.

The law states that the \$3 million limit is the most that any group of citizens can spend. The loophole is the opportunity for different groups to each spend up to \$3 million. What actually happens is that many groups are formed; and each group sponsors different bits and pieces of the election campaigns.

Each of the two major political parties is forced to organize for campaign purposes as a loose network that cannot help but lead to some inefficiency in the use made of advertising. Both parties, for example, have newspaper advertisements prepared by their advertising agencies. But the most extensive use of these advertisements is by autonomous State political campaign committees. National Committee headquarters make mats available to the State committees, and hope for the best use of them.

The election laws, according to politicians interviewed by MEDIA/SCOPE in preparing this article should be revised so that: (1) the organizing of political campaigns can be more efficient, (2) adequate funds can be secured without subterfuge, (3) a clearer accounting of expenditures compiled and made public.

How Campaigns Are Organized

The Republican and Democratic National Committees are the organizing factors in the presidential campaigns of both parties. A key member of the permanent headquarters staffs is the communications chief. For the Republicans this man during the first half of this year was Hal E. Short, former advertising agency operator in Portland, Ore. During the 1956 campaign he was used by the Republicans as a trouble shooter in key States. He became publicity chief for the Republicans on January 3 of 1960; and is now executive assistant to Thruston B. Morton, Republican national chairman.

(Continued on page 70)

THREE STEPS TO SHARPER BUYING OF AEROSPACE MEDIA

To concentrate your advertising dollars where they'll bring the most business, follow these three steps:

First, check the industry's procurement sequence summarized at the right. (A fuller report on these procedures, entitled "Marketing Under the Weapon System Concept" is available free from Aircraft and Missiles).

Second, analyze the available media: How many of the critical "must-sell" people does each publication reach for you? And, equally important, how much circulation must you pay for that is useless to you?

Third, get the full story on how Aircraft and Missiles beams your message right to the integrated purchase decision teams — the engineering, management, procurement and design executives whose job it is to influence or finalize purchases. This unique publication, with its editorial program and circulation emphasis on practical purchase-decision people with application-engineering articles, gives you almost exactly the coverage you need in one effective, economical advertising medium... reaching stages 2 and 3.

In addition, you can check precisely the number of Purchase Decision Influence Men for your product in A & M's audience. They're detailed in the Fosdick and National Analysts Studies now available for the following product groups:

Electronic and Electrical Equipment; Hydraulic Systems; Mechanical Components; Fuel Systems and Parts; Sub-Assemblies; Engineering Services; Ferrous Metals; Non-ferrous Metals; Plastics, Rubber, Other Non-metallic; Castings and Forgings; Tubing and Cable; Plant Equipment; Formed Parts; Small Tools & Production Supplies; Assembly and Joining Equipment; Testing & Inspection Equipment.

HOW THE INDUSTRY BUYS

stage 1 — theoretical

This is where the first glimmers of ideas for an air or space vehicle are outlined. Thousands of engineers invest their time here to develop preliminary or theoretical paper solutions. Since theoretical paper solutions only are the result, specific brands of materials, equipment, components and systems are rarely considered.

purchase-decisions are not usually made here.

stage 2 — practical

From the extensive scientific research data produced by the thousands of scientists, engineers, and technical people, come the formulas; the design guide lines for the practical designers, engineers, production engineers, and procurement people to give shape to theoretical projection. These men determine feasibility, producibility, and reliability of the "hardware" version of ideas.

this is where purchase-decisions are beginning to be made.

stage 3 — actual

Once form, shape, method, physical requirements and practicality have been decided, practical design, engineering production and procurement teams go to work building an actual prototype of the new air or space vehicle. Out of this "cut and fit stage" come specific recommendations for the purchase of materials, systems, tools, fasteners, components — all of the basics that will go into the finished vehicle.

this is where purchase-decisions are completed.

AIRCRAFT & MISSILES

THE APPLIED ENGINEERING MAGAZINE FOR THE AEROSPACE INDUSTRIES



A CHILTON PUBLICATION
Chestnut and 58th Streets
Philadelphia 39, Pa.

... Media in a Political Campaign

**Typical TV Audiences in Prime Evening Time
1956 Presidential Campaign of Democrats**
(Source: A. C. Nielsen)

Half-hour Speeches					
Net-work	Date Of T/C	Time	Program	Nielsen Tot. Aud. (000)	Nielsen Avg. Aud. (000)
NBC	9/13	9:00- 9:30 pm	People's Choice	7,389	6,484
		9:30-10:00 pm	Stevenson	5,693	4,939
		10:00-11:00 pm	Lux Theater	8,709	6,748
CBS	9/13	8:30- 9:30 pm	Climax	11,310	9,048
		9:30-10:00 pm	Stevenson	5,693	5,052
		10:00-10:30 pm	A. Murray	6,447	5,655
CBS	9/28	8:00- 8:30 pm	Hollywood Summer Thea.	6,975	6,107
		8:30- 9:00 pm	Stevenson and Mrs. Roosevelt	3,845	3,355
		9:00- 9:30 pm	Crusader	7,125	6,221
ABC	9/13	9:00- 9:30 pm	Combat Sergeant	2,300	1,998
		9:30-10:00 pm	Stevenson	1,960	1,470
ABC	10/15	10:00-10:30 pm	Lawrence Welk	6,107	4,486
		10:30-11:00 pm	Stevenson	1,018	905
5-Minute Spots					
NBC	9/30	9:00- 9:55 pm	Alcoa Hour	7,653	5,655
		9:55-10:00 pm	Stevenson	5,806	4,147
		10:00-10:30 pm	Loretta Young	9,123	8,256
NBC	10/9	9:30-10:25 pm	Kaiser Aluminum Hour	7,389	5,429
		10:25-10:30 pm	Stevenson and Kefauver	5,806	2,413
		10:30-11:00 pm	Break the \$250,000 Bank	2,790	2,413
NBC	10/18	10:00-10:55 pm	Lux Theater	9,727	8,219
		10:55-11:00 pm	Stevenson and Kennedy	6,447	5,391
CBS	10/3	8:30- 8:55 pm	A. Godfrey	7,352	6,861
		8:55- 9:00 pm	Stevenson's Family	6,975	5,504
		9:00- 9:30 pm	Millionaire	10,481	9,764
CBS	10/9	10:00-10:25 pm	\$64,000 Question	15,457	14,175
		10:25-10:30 pm	\$'s for Democrats	11,499	10,060
		10:30-11:00 pm	Trust Your Wife	7,163	6,673
CBS	10/20	8:00- 8:55 pm	Jackie Gleason	13,384	10,745
		8:55- 9:00 pm	Kefauver	11,461	9,915
		9:00- 9:30 pm	Gale Storm	9,463	8,407
ABC	9/29	10:00-10:25 pm	Masquerade Party	3,506	3,242
		10:25-10:30 pm	Stevenson	2,111	1,621
ABC	10/3	8:30- 8:55 pm	Amaz. Dunninger	3,883	3,355
		8:55- 9:00 pm	Stevenson	3,205	2,375
		9:00- 9:30 pm	Adv. Ozzie and Harriett	4,260	3,808
ABC	10/13	9:00- 9:55 pm	Lawrence Welk	10,518	8,294
		9:55-10:00 pm	Monroney	4,788	3,845
		10:00-10:30 pm	Masquerade Party	3,996	3,544

man. Back on the team at headquarters since June 5 as public relations director is the same man who held that job during the 1956 campaign, L. Richard Guylay.

His background is reporting for the New York *Herald Tribune* and *American*, and private political pub-

lic relations. He directed the late Senator Robert A. Taft's campaign for the presidential nomination in 1952. Mr. Guylay will direct advertising and other communications for the rest of the 1960 campaign, now that Mr. Short has become executive assistant to the national chairman.

In charge of communications for the Democratic National Committee is Samuel C. Brightman, deputy chairman for public affairs. His background is newspaper and public relations work, coming from the Louisville *Courier-Journal* and with experience as chief of the Allied Press in Berlin and at General Bradley's headquarters.

Mr. Guylay and Mr. Brightman direct the work of a cadre of people at their headquarters who prepare and distribute booklets, fact sheets, and an endless variety of campaign literature. They are also important in the planning and operation of publicity programs. And they are the direct contact for the advertising agencies that handle the paid advertising of the National Committee.

Because the National Committee themselves can not spend more than \$3 million on an election campaign, their work is pump priming to an even larger extent than direct action in placing advertisements. They see to it that the advertising agencies prepare advertising for TV, radio, newspapers, outdoor—all media required. They keep the large array of separate committees—national, State and local—informed on what advertising is available and desirable. But payments for most of the national advertising placed are made either direct to local newspapers or through the advertising agencies for network TV by the separate committees.

The work begins with planning of campaign strategies by a subcommittee of the National Committee. It moves out to the field network in the form of kits of campaign literature that can be ordered directly from the printer; proofs of newspaper material available; bulletins suggesting advertising themes. The result is that by the time the campaigns are rolling, a large part of the work is taken up with coordinating the feverish activities of a wide range of separate groups.

Use of Advertising Agencies

Both National Committees have advertising agencies;—and although other committees (Citizens for Eisenhower, for example, in 1956) may hire other agencies, the National

Committees' agencies are the anchor men among the professional advertising people involved.

Batten, Barton, Durstine & Osborn has been the Republican National Committee's agency since 1952; and the association of BBDO and the Republicans is now more or less taken for granted. However, the Republicans are always open to solicitation by other agencies. In 1956 Young & Rubicam was agency for Citizens for Eisenhower; and Leo Burnett handled a farm project for the Republicans. The Republicans delayed formal appointment of their agency of record for the 1960 campaign through mid-June, using BBDO on a day-to-day basis to help with advance planning, tentative clearing of TV time for Fall 1960, etc.

BBDO's account executive for the Republicans in 1956 was Carroll Newton; and he handled advance plans for the 1960 campaign. Mr. Newton is a direct-speaking, well-organized, experienced big-agency account man. He is used to handling well-planned and extensive campaigns as well as the intense, short-term campaigns of presidential politics. His background is broadcast advertising, starting with BBDO as manager of the radio department; and his reputation at Republican headquarters is linked to his knowledge of time-buying, and ability in analyzing and securing good network TV time in particular. Robert Humphrey, campaign manager in 1952 called him "one of the best time-buyers in the business."

Although detailed campaign planning hinges to a great extent on who the Republican candidate is, such things as network time have to be cleared months in advance so that the cost of preemptions can be kept to a minimum. The Republicans last December picked ten dates on which they will want to air sponsored television speeches next fall, regardless of candidate. Suggested dates and times for broadcasting were passed to Mr. Newton. He adjusted the request to practical time slots, and lined the time up on a confidential basis.

Mr. Newton goes about his political assignment in much the same way as

Typical TV Audiences in Prime Evening Time 1956 Presidential Campaign of Republicans (Source: A. C. Nielsen)

Half-hour Speeches

Net-work	Date Of T/C	Time	Program	Nielsen Tot. Aud. (000)	Nielsen Avg. Aud. (000)
NBC	10/4	8:00- 8:30 pm	You Bet Your Life	10,782	9,538
		8:30- 9:00 pm	Nixon	6,145	5,165
		9:00- 9:30 pm	People's Choice	7,352	6,447
NBC	10/12	8:30- 9:00 pm	W. Winchell	7,276	6,484
		9:00- 9:30 pm	Eisenhower	4,976	4,411
		9:30-10:00 pm	Big Story	5,693	5,203
CBS	9/19	9:00- 9:30 pm	Millionaire	9,689	8,671
		9:30-10:00 pm	Eisenhower	6,032	4,976
		10:00-11:00 pm	20th Century Fox	8,407	6,296
CBS	10/1	9:00- 9:30 pm	I Love Lucy	19,416	17,832
		9:30-10:00 pm	Eisenhower	9,387	8,369
		10:00-11:00 pm	Studio One	7,050	5,165

5-Minute Spots

NBC	10/19	8:30- 8:55 pm	W. Winchell	6,861	6,334
		8:55- 9:00 pm	Folson	5,391	4,486
		9:00- 9:30 pm	On Trial	6,371	5,467
NBC	10/31	9:00- 9:55 pm	Kraft TV Theatre	8,596	6,861
		9:55-10:00 pm	Mitchell	7,955	5,504
		10:00-10:25 pm	This Is Your Life	9,576	8,935
NBC	11/2	9:00- 9:55 pm	Chevy Show	13,195	9,199
		9:55-10:00 pm	Dewey	9,425	7,691
		10:00-10:40 pm	Cavalcade of Sports	9,764	8,143
CBS	10/16	7:30- 7:55 pm	Name That Tune	7,804	6,937
		7:55- 8:00 pm	Eisenhower	5,278	4,486
		8:00- 8:30 pm	Phil Silvers	12,743	11,310
CBS	10/17	9:30- 9:55 pm	I've Got A Secret	10,631	9,840
		9:55-10:00 pm	Dulles	7,540	6,183
		10:00-11:00 pm	20th Century	10,217	7,314
CBS	11/1	8:30- 9:25 pm	Shower of Stars	15,193	12,366
		9:25- 9:30 pm	Pol. Interviews	11,122	9,991
		9:30-11:00 pm	Playhouse 90	12,630	10,141
CBS	11/3	7:00- 7:25 pm	Beat The Clock	5,580	4,901
		7:25- 7:30 pm	Stephans	4,298	3,732
		7:30- 8:00 pm	Buccaneers	7,729	6,673
ABC	10/17	10:00-10:50 pm	Wed. Night Fights	7,125	5,617
		10:50-10:55 pm	Mitchell	3,016	2,262

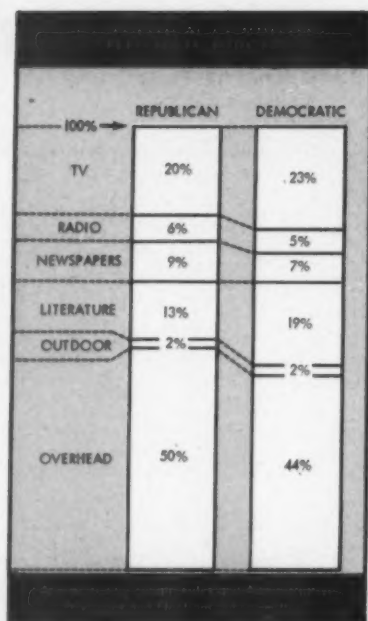
he works for any other client; but he feels that it is a great opportunity for professional advertising to be of service. "We have the best communication system in the world," he says, "and during a presidential campaign is the one time of all to make it function effectively."

"The political parties need professional advertising help because they can not staff themselves up for short periods of time with people who

can do a quality job. It would cost them a lot to do it. By using an agency the cost is covered by the 15 per cent commission on time and space placed."

The agency for the Democratic National Committee in 1960 is Guild, Bascom & Bonfigli, San Francisco and New York. It replaces Norman, Craig & Kummel which handled the 1956 campaign. A key figure in this switch is the first woman account executive

... Media in a Political Campaign



to handle a presidential campaign: bouncy, charming and debonnaire Reggie Schuebel. She is GB&B's vice president in charge of network relations, traveling out of the New York office.

Miss Schuebel has been identified with Democratic campaigns for as far back as Roosevelt, when she handled time-buying for the Democrats as radio director of Biow. In 1956 as media buyer for Norman, Craig & Kummel she is credited with doing some highly beneficial media buying for the Democrats (see *MEDIA/SCOPE*, January 1960, page 35). Also heavily involved in the campaign at GB&B will be: Walter Guild, agency president; Bud Arnold, creative director; Gilbert Burton, account man on the West Coast; Sam Hollis, art director; and Richard Arnold, television writer.

Help from the 4A's

In 1956 the Democrats had a hard time finding an advertising agency, a fact that gave thoughtful advertising men some qualms. With advertising now an essential part of the free press that exposes rival candidates for office, both parties must be able to secure professional help in order to secure equal opportunity of exposure.

A solution to this problem that appears to be working was devised by the American Association of Advertising Agencies. It is called the Anchor and Loan Plan. Through this plan 28 members of the 4A's have agreed to loan experienced advertising men who want to work on the campaign of the party of their choice to the agency that is selected to handle the campaign. This is most important to relatively small agencies that might hesitate to solicit a political assignment of as large dimension and short duration as the presidential affair. Guild, Bascom & Bonfigli expects to make use of the plan. BBDO has not decided whether it will or not. The creative people who are on loan continue to stay on their own agency's pay roll; and the political agency refunds the amount of their salaries to their home agencies.

Miss Schuebel is already deep in Democratic campaign affairs. In order to prepare in advance of the convention, she has met with representatives of all possible candidates. Tentative plans for the campaign have been reviewed by them; and it will be possible with a minimum of revision to move out of convention and into campaign.

"You can plan in advance," says Miss Schuebel. "From fall network schedules you can pretty well decide what you will need and can buy, and avoid preemption costs, thus saving time and money."

Importance of Time-Buying

The most important contribution that the agencies make is time-buying. Television is now the dominant medium in political campaigning on a national scale. And the process of smart buying for presidential candidates narrows down to selection of time following shows that get a big audience. Adjacencies are the key factors.

Nielsen data on the 1956 network TV speeches show that audiences varied from 11.5 million to 300,000, depending on time of day and—more important—what show preceded. An examination of all the data available indicates that a half-hour political speech will reach half the audience, as

a rule, that listened to a preceding telecast. This was true in 1956 of half hours purchased by both Republicans and Democrats. Therefore, the bigger the show preceding, the more people left for the political presentation.

For example, when President Eisenhower followed the "I Love Lucy" show, he lost a little more than half the audience for his half-hour speech. When he followed Winchell with a half-hour speech he lost only about a third of the Winchell audience. But the "Lucy" show had a total audience of 19.4 million; Winchell had 7.3 million. When President Eisenhower followed "Lucy" he spoke to 9.4 million TV listeners; when he followed Winchell he reached only 3.7 million.

Another consideration is the length of time slots to use. Both Republicans and Democrats used five-minute spots effectively in 1956. These short "speeches" held onto previous show audiences much better than did the half hours. In general, the politicians lost one-quarter of the audience of preceding shows when they contented themselves with a five-minute time segment. Apparently, when half hours were used, the TV viewers got advance warning that a long political speech was coming up—and turned the dial. They were willing to sit through five minutes.

However, because of the great increase in the use of film and tape for network shows, it is now more difficult to clip five minute time slots out of them. You can expect this year an increase in one-minute and 30-second spots. Also look for: bigger build-ups, including advertising in other media, of the longer shows; more interview set-ups; more local candidates and supporters on local TV.

The kind of time-buying that will be applied in 1960 is a deep secret and will be held confidential just as long as possible. Furthermore, it is likely to change as the campaign progresses. In 1952, a switch in campaign strategy near the end of the campaign gave the Republicans a strong wind-up to their drive. They bought saturation 30-second spots

(Continued on page 76)

Sparkler!

BRIGHTEST FIRST HALF IN POST HISTORY!

SPARKLING GAIN OF 128 AD PAGES OVER FIRST HALF '59!

AD REVENUE SKYROCKETED TO ALL-TIME HIGH—\$56,200,000!

GLITTERING GAIN OF \$9,400,000 OVER SAME PERIOD LAST YEAR!

AD-PAGE GAINS EACH MONTH FOR FIVE MONTHS!

REVENUE GAINS EACH MONTH FOR SIX MONTHS!
THAT'S VITALITY!

More and more advertisers pick the Post because the Post sells merchandise! Ask Sylvania. Ask Chun King. Ask Scott Paper. Ask Smith-Corona. Ask Cluett, Peabody.

Publisher's Estimate

A CURTIS MAGAZINE
The Saturday Evening
POST
THE INFLUENTIALS' MAGAZINE

Now ready to use...UP-DATED consumer market information

SRDS July issues reflect estimates of January 1, 1960 market conditions

(WORTH WAITING FOR. This revised data would normally have appeared in SRDS MAY issues. This year we waited for some very important new retail trade data gathered by Federal agencies, just released. However, the delay is offset by more accurate market data estimates now available in SRDS for use in the evaluation and selection of markets and media.)

ALABAMA

State, County, City, Metro Area Data

Market	Population	Households	Median Income	Per Capita Income	Population 18+	Population 18-24	Population 25-34	Population 35-44	Population 45-54	Population 55-64	Population 65+	Population Male	Population Female	Population White	Population Black	Population Other
Alabama	2,049,000	750,000	\$3,100	\$1,100	1,800,000	400,000	400,000	400,000	400,000	400,000	400,000	900,000	900,000	1,800,000	200,000	40,000
Birmingham	1,000,000	350,000	\$3,500	\$1,200	900,000	200,000	200,000	200,000	200,000	200,000	200,000	450,000	450,000	800,000	100,000	20,000
Montgomery	200,000	70,000	\$3,000	\$1,100	180,000	40,000	40,000	40,000	40,000	40,000	40,000	90,000	90,000	180,000	20,000	4,000
Mobile	150,000	50,000	\$2,500	\$1,000	140,000	30,000	30,000	30,000	30,000	30,000	30,000	70,000	70,000	140,000	10,000	2,000
Tuscaloosa	100,000	35,000	\$2,800	\$1,000	90,000	20,000	20,000	20,000	20,000	20,000	20,000	45,000	45,000	90,000	10,000	2,000

SRDS Consumer Market Data Summary

United States, Regional, State Totals

Market	Population	Households	Median Income	Per Capita Income	Population 18+	Population 18-24	Population 25-34	Population 35-44	Population 45-54	Population 55-64	Population 65+	Population Male	Population Female	Population White	Population Black	Population Other
United States	180,000,000	65,000,000	\$3,000	\$1,100	165,000,000	35,000,000	35,000,000	35,000,000	35,000,000	35,000,000	35,000,000	82,500,000	82,500,000	165,000,000	15,000,000	5,000,000
North	90,000,000	32,500,000	\$3,200	\$1,200	82,500,000	17,500,000	17,500,000	17,500,000	17,500,000	17,500,000	17,500,000	41,250,000	41,250,000	82,500,000	7,500,000	2,500,000
South	45,000,000	16,250,000	\$2,800	\$1,000	41,250,000	8,750,000	8,750,000	8,750,000	8,750,000	8,750,000	8,750,000	20,625,000	20,625,000	41,250,000	4,000,000	1,250,000
West	45,000,000	16,250,000	\$3,500	\$1,300	41,250,000	8,750,000	8,750,000	8,750,000	8,750,000	8,750,000	8,750,000	20,625,000	20,625,000	41,250,000	3,500,000	1,250,000



Grey Advertising's media executives working with SRDS market and media data during a new-client meeting.

Helen Wilbur, Media Group Supervisor; Aileen Barry, Chief Print Buyer; Ken Kearns, Chief Time Buyer; Gene Accas, Associate Director of Media; Joan Stark, Media Group Supervisor; Phil Branch, Media Group Supervisor; Dr. E. L. Deckinger, Vice President and Director of Media.

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Media/sco

Accessibility and convenience of up-to-date SRDS consumer market data and media maps prompt wide use by buyers of media

Every 6 months STANDARD RATE & DATA SERVICE publishes new and complete national market data—covering all counties in the United States. This data is kept current in interim months by the addition of significant changes.

This is the only service in the country that provides you with such frequent re-evaluation of the statistics upon which media and market-

ing decisions must be based.

The July issues of SRDS Spot Radio, Spot TV, and Newspaper books will contain latest figures on population, households, consumer spendable income and retail sales by states, counties, cities and metropolitan areas. The Farm Section of the Consumer Magazine book also contains up-dated market information.

Composite Table of Metro Area Rankings

METRO DATA

Metropolitan Area	Population	Households	Median Family Income	Per Capita Income	Population 18+	Population 18-24	Population 25-34	Population 35-44	Population 45-54	Population 55-64	Population 65+	Population 18-24 Male	Population 18-24 Female	Population 25-34 Male	Population 25-34 Female	Population 35-44 Male	Population 35-44 Female	Population 45-54 Male	Population 45-54 Female	Population 55-64 Male	Population 55-64 Female	Population 65+ Male	Population 65+ Female
ALBANY	100,000	30,000	\$1,000	\$400	70,000	10,000	10,000	10,000	10,000	10,000	10,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000
ALBUQUERQUE	80,000	20,000	\$900	\$350	60,000	8,000	8,000	8,000	8,000	8,000	8,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000
ANCHORAGE	70,000	18,000	\$850	\$320	50,000	7,000	7,000	7,000	7,000	7,000	7,000	3,500	3,500	3,500	3,500	3,500	3,500	3,500	3,500	3,500	3,500	3,500	3,500
ASHEVILLE	60,000	15,000	\$800	\$300	40,000	6,000	6,000	6,000	6,000	6,000	6,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000
ATLANTA	50,000	12,000	\$750	\$280	30,000	5,000	5,000	5,000	5,000	5,000	5,000	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500
AUSTIN	40,000	10,000	\$700	\$260	20,000	4,000	4,000	4,000	4,000	4,000	4,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000
BALTIMORE	30,000	8,000	\$650	\$240	15,000	3,000	3,000	3,000	3,000	3,000	3,000	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500
BIRMINGHAM	20,000	6,000	\$600	\$220	10,000	2,000	2,000	2,000	2,000	2,000	2,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
BOSTON	10,000	3,000	\$550	\$200	5,000	1,000	1,000	1,000	1,000	1,000	1,000	500	500	500	500	500	500	500	500	500	500	500	500
BUFFALO	8,000	2,000	\$500	\$180	4,000	800	800	800	800	800	800	400	400	400	400	400	400	400	400	400	400	400	400
CALCUTTA	7,000	1,800	\$450	\$160	3,500	700	700	700	700	700	700	350	350	350	350	350	350	350	350	350	350	350	350
CINCINNATI	6,000	1,500	\$400	\$150	3,000	600	600	600	600	600	600	300	300	300	300	300	300	300	300	300	300	300	300
CLEVELAND	5,000	1,200	\$350	\$140	2,500	500	500	500	500	500	500	250	250	250	250	250	250	250	250	250	250	250	250
DALLAS	4,000	1,000	\$300	\$120	2,000	400	400	400	400	400	400	200	200	200	200	200	200	200	200	200	200	200	200
DENVER	3,000	800	\$250	\$100	1,500	300	300	300	300	300	300	150	150	150	150	150	150	150	150	150	150	150	150
DETROIT	2,000	600	\$200	\$80	1,000	200	200	200	200	200	200	100	100	100	100	100	100	100	100	100	100	100	100
EL PASO	1,500	400	\$180	\$70	750	150	150	150	150	150	150	75	75	75	75	75	75	75	75	75	75	75	75
HOUSTON	1,000	300	\$150	\$60	500	100	100	100	100	100	100	50	50	50	50	50	50	50	50	50	50	50	50
INDIANAPOLIS	800	250	\$140	\$55	400	80	80	80	80	80	80	40	40	40	40	40	40	40	40	40	40	40	40
KANSAS CITY	700	200	\$130	\$50	350	70	70	70	70	70	70	35	35	35	35	35	35	35	35	35	35	35	35
LOS ANGELES	600	180	\$120	\$45	300	60	60	60	60	60	60	30	30	30	30	30	30	30	30	30	30	30	30
MEMPHIS	500	150	\$110	\$40	250	50	50	50	50	50	50	25	25	25	25	25	25	25	25	25	25	25	25
MINNEAPOLIS	400	120	\$100	\$35	200	40	40	40	40	40	40	20	20	20	20	20	20	20	20	20	20	20	20
NEW ORLEANS	300	90	\$90	\$30	150	30	30	30	30	30	30	15	15	15	15	15	15	15	15	15	15	15	15
PHILADELPHIA	200	60	\$80	\$25	100	20	20	20	20	20	20	10	10	10	10	10	10	10	10	10	10	10	10
PORTLAND	150	45	\$70	\$20	75	15	15	15	15	15	15	7	7	7	7	7	7	7	7	7	7	7	7
SEATTLE	100	30	\$60	\$15	50	10	10	10	10	10	10	5	5										

. . . Media in a Political Campaign

(Continued from page 72)

aimed at TV viewers in 49 key counties in 12 highly populated states. Michael Levin, a Ted Bates space-buyer worked out the plan. Copy themes were taken from subjects rated of most interest by George Gallup. BBDO bought the spots.

Similar switches in program content also can be expected. In 1956, the Democrats lined up all three networks for the same time so as to blanket the airwaves with a kick-off speech—planned as a conservative, statesmanlike presentation. This was changed to a politically-charged rally at Harrisburg, Pa., to tie-in on political excitement; and it netted one of the highest Nielsen's. This kind of last minute change can be expected to happen again.

Some surprises are planned. The big switch this year may be to animated spots, admittedly under discussion at party headquarters since the first of the year. But type of show will not be made final by either party until they know who the candidates are. "Meet the Press," for example, may or may not be a desirable show depending on who the candidate is.

The importance of advertising agencies in politics is also related to the mechanical production of TV shows as pointed out in the excellent new book "Politics U.S.A.," edited by James M. Cannon. Writing in that book, Sig Mickelson, president of CBS News, says: "An advertising agency staffed with television professionals is an indispensable requirement. It takes years to master the techniques of staging, make-up, production and timing. The professional advises on the technical aspects of a television appearance. He sees that the candidate is properly made-up, well-lighted, and at ease before the camera, that the shooting angles are right, and that the cues are clear. But from this point on, the candidate is on his own. No television adviser can make the candidate into anything but what he really is."

Question of Equal Time

Criticism leveled at the use of advertising in political campaigning seems to center on the suggestion

that one side can outspend the other, and in effect buy its way into office. Democrats point to heavy campaign contributions by committees of businessmen; Republicans point to heavy campaign contributions by labor committees. Political advertising professionals scoff at this criticism; they have too often seen financial underdogs win.

However, the suggestion that TV networks donate public service time in equal amounts to the candidates of the two major political parties has received considerable popular support. The three major networks have each offered considerable free time on an equal basis to the Democratic and to the Republican candidates whoever they may be in 1960. The result is that each party will doubtless have at its disposal close to 12 hours of prime evening time, rotated through the three networks, NBC, CBS, and ABC.

This equal free time will take care of the major portion of the half-hour speech time required; but it will still leave the parties with other kinds of presentation to handle—as in five-minute spots, newspaper advertising, blitz campaigns in trouble spots, etc. So the equal time will in all probability be added as a welcome aid to the regular advertising campaigns of each party.

Value of this free time, figured at the one-time, half-hour rate on each of the three networks (four hours on each network) may add up to almost \$2 million, a further donation to public service following the big convention-time shows. This will give the networks an opportunity to show off their altruism; but to many businessmen it does not make sense for the television networks to get saddled time and again with donations of this kind in the public service.

Television advertisers indirectly pay for this activity; and the burden of supporting the exposure of presidential candidates falls entirely on those advertisers who make substantial use of the medium. Accepting the idea that equal time for candidates is worthwhile; then it seems logical that when a new election law comes up for study, consideration

should be given to a government expenditure for television time for the candidates, purchased in behalf of the electorate.

To Get Out the Vote

One other mammoth campaign that can not be overlooked when discussing the use of advertising in connection with presidential elections is the get-out-the-vote campaign of The Advertising Council, and the corollary campaign designed to secure financial support for both parties. It is expected that this year advertisers and media will donate more than the \$12 million in space and time that was donated in support of The Advertising Council drive in 1956.

The activities outlined above are only the national advertising events associated with presidential politics. There is, in addition, a tremendous amount of regional and local advertising and special broadcasts related to the major party conventions. Individual radio and TV stations and the smaller networks have arranged for convention coverage by their own newscasters. For example, Corinthian Broadcasting (with five TV stations) developed a convention coverage package of sound-on-film and voice-over-silent-film reports. The filmed reports will be flown to Corinthian stations; and audio reports will be delivered by beeper telephone. A 14-man team of reporters and cameramen will do the job. Corinthian's package is sold out to clients like: Conoco, and local banks (in Texas and Oklahoma); Shell Oil (in Sacramento); Falls City Brewery (Indianapolis); Peter Eckrich & Sons meat packers (Fort Wayne).

In order to estimate the amount of advertising involved in the presidential conventions and the election campaigns that follow, you should add together both the actual expenditures and the values donated to the parties at the conventions and afterward. Taking all these things into account, plus local advertising not accounted for, the advertising value adds up to more than \$80 million; well worth it when you consider the dimension of the contribution to our free electoral system.



AMM serves up 80% of U. S. metal buying power

Every working morning, 250 days a year, the men who make the decisions on 80% of all metal purchases look for the latest news of the metal industries.

They look for it first in *American Metal Market* . . . and they find it there.

What sort of news? Daily market reports, production figures, market forecasts, regional prices, up-to-the-minute reporting on trends which affect future prices, and news about other important men, other important decisions, in the trade.

What has happened? What is happening? What's likely to happen? They look to AMM for answers with authority.

You can share this authoritative access to the important slices which comprise 80% of the metal market, by advertising in AMM. And, if you're still looking hungrily at the scattered but tasty crumbs on the platter,

these smaller metal users buy largely through warehouses—who also rely on AMM in making their purchases. Perhaps 80% is an understatement of our case. An AMM representative can give you the full story about coverage, authority, visibility and immediacy in just 15 minutes. Test him.

The readers of AMM have buying authority for:

More than 80% of all Steel
More than 77% of all Aluminum
More than 83% of all Lead
More than 85% of all Zinc
More than 86% of all Copper & Brass

More than 80% of all metal sales are influenced by

AMERICAN METAL MARKET

18 CLIFF STREET • NEW YORK 38 • Digby 9-1040

CHICAGO Wabash 2-7044 • PITTSBURGH Grant 1-1697 • SAN FRANCISCO Ordway 3-2143



(This photo from the July issue)

THIS, TOO, IS THE NEW AMERICAN HOME

Funny way to illustrate a feature on air conditioning? Not if it stirs up interest among 12,000,000 hot prospects! It's just one of the imaginative ways the new American Home presents home service — with a smile . . . and a flair . . . and a youthful air. Each and every page bursts with excitement. Graphic excitement! (The Art Directors Club of New York just picked American Home as the "most outstanding" magazine in the home service field.) Editorial excitement! The excitement of exploring new subjects and digging deeper into them than any magazine has ever done before. The excitement that sends people running to newsstands. (For the first quarter of '60, American Home ran up a whopping 18% newsstand gain.)

The new American Home is fun—as fresh and bright as the people who work on it. They're the youngest editorial staff of any major magazine. No rule is sacred—except one: to turn out, month after month, the best home service magazine ever put together. That's the new American Home.



A Curtis Magazine. Read by 12,000,000 men and women with a consuming interest in the home.



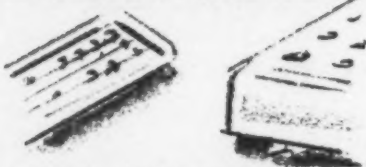
For Champions and Tyros

The professional, official journal of competitive shooting, published for the 360,000 members of the National Rifle Assn. of America.

**The AMERICAN
RIFLEMAN** Magazine

SCOTT CIRCLE WASH. 6 D.C.

YOU CAN COUNT ON IT!

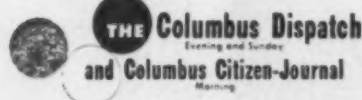


Test programs in Columbus, Ohio (Test City, U. S. A.) can be relied upon as accurate indicators of future national results.

If you don't have all the facts on this remarkable test market, request your free copy of the brand-new 8-page booklet **THE FACTS ON COLUMBUS, OHIO . . . TEST CITY, U.S.A.** just published by the Dispatch.

Attractive rates for both the evening and Sunday Dispatch and the morning Citizen-Journal available.

Represented nationally by: O'Mara & Ormsbee and McAshill, Merman and Daley



600 New Media Each Year

By Dr. H. P. Alspaugh, MEDIA/SCOPE Marketing Consultant

DURING THE FIRST four months of 1960 approximately 221 new buying opportunities were listed in SRDS services for Business Publications, Consumer Magazines, Daily Newspapers, Spot Television, Spot Radio, Canadian Media and ABC Weekly Newspapers. This figure is for SRDS listed media only; those media that make application for a listing and can substantiate acceptance of the media by agencies and national advertisers. The 221 new listing include a few group or combination "buys" which were announced during the four month period. The figure is impressive in that it implies some 600-odd new listings per year at a time when buyers of media complain of the growing complexities resulting from "too many stations and/or publications."

Will the 60's continue to show an expansion in media listing at a rate of 600 each year? In relation to total listings, this would indicate an average of 5% to 6% growth each year in new media opportunities. An examination of where the growth trends are most pronounced shows:

1. In Radio: During four months of 1960, Spot Radio shows 95 new listings made up of 55 new AM stations, 34 new FM stations and 6 new combination buys. For the year, it is probable there will be approximately 300 new listings in relation to 3,500 total listings at the beginning of the year. Currently the AM stations are growing at a faster rate than FM; but some of the leaders in the industry doubt that this trend can or will continue. It has been pointed out that radio homes and radio service areas are approaching a saturation point under today's commercially licensed stations.

2. In Business Publications: In the past four months, 57 new listings have been entered in Business Publication Rates and Data. Since the frequency of issue ranges from weekly, bi-weekly, monthly, quarterly, semi-annual and annual, it is not practical to quote a total circulation figure for these new listed publications. In terms of numbers alone, new business publications appear at an annual rate of roughly 150 each year. This reflects

principally a trend toward further specialization in publications serving the various industries.

3. In Consumer Magazines: Consumer magazines show 25 new listings in four months at a rate of about 75 a year. The majority of these represent new group listings or annuals. The number of basic consumer magazines has remained relatively stable over the past several years.

4. In Daily Newspapers: As in the case of magazines, the number of daily newspapers has remained fairly stable in the immediate past. There were 16 new listings during the first four months, but most of these related to weeklies, supplements or special sections listed in the sponsored pages of Newspaper Rates and Data. Most of these weeklies have been published for some time, but made application for a sponsored listing in the special section provided for this purpose.

5. In Television: During the first four months of 1960, only three new TV stations were listed for commercial broadcasting. The number of stations, of course, is controlled by the FCC Licensing Bureau and the number is expected to increase very gradually over the next few years.

6. In Canadian Media: Canadian Media Rates and Data showed 19 new listings over the four month period. These data reflect growth in all major media at a rate of about 8% per year.

7. In ABC Weekly Newspapers: The ABC Weekly Newspaper Rates and Data show 11 new listings since September 1959 (issued semiannually). For the most part these represent new ABC memberships rather than new publications.

The total number of new listings, 221 during the first four months of 1960, do not reflect the drop-outs occasioned by mergers or media which discontinued operations. However, the fact that there are some 500 to 600 new media per year does stress the need for having media information always available on a current basis. Each media buyer faces the challenge of finding the best media for his purpose and there is always the possibility of improving advertising schedules by using new media buys to reach prospective customers.

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a "halo" effect in advertising? A bright, smiling personality can condition our attitude toward a man's deeds. Even a woman's charm can be modulated by lighting. And based upon random comments from MACHINE DESIGN readers . . . reaction to advertising can be changed by the editorial company it keeps. A magazine which has strong editorial rapport with readers makes advertising more believable, more effective. We're trying to find a way to measure this "Halo" effect, of course. We're certain it's one of the extra values received by MACHINE DESIGN advertisers. In the meanwhile . . . we can offer you specific, concrete facts about our leadership in editorial, readership, response, circulation and advertising. For example, MACHINE DESIGN has far more editorial awards than any other design magazine . . . consistently wins independent reader preference studies . . . carries far more advertising pages than any other design magazine. MACHINE DESIGN, A Penton Publication, Penton Building, Cleveland 13, Ohio.



MACHINE DESIGN

The Man

Rick Christensen,
Manager
Field Service Dept.
Meldrum and
Fawcett, Inc.
(Ford Farm Equipment)



"The Ford line of farm tractors and implements finds a most compatible climate in the localized editorial and pictorial treatment of your publication. The editorial concept integrates admirably with marketing strategy of our client. Farmers like to have prices and terms — facts and figures. Price is an important stimulator of sales."

The Ad

FIELD PROVED FORD TRACTORS

**ECONOMY...SAFETY...POWER
PERFORMANCE...CAPACITY**
to slash time and labor costs

Features:

- Standard features include:
 - 1. 24" wide tires
 - 2. 100" wheelbase
 - 3. 100" ground clearance
 - 4. 100" front end clearance
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See your nearest FORD TRACTOR and IMPLEMENT DEALER

The Results

Local editing of MICHIGAN FARMER creates a climate of confidence among readers. They believe what they read because it's right for their crops, their soil, their state.

When you add to local editorial support the STRAIGHT-LINE ADVERTISING techniques of local pictures and case histories, local prices and terms, local where-to-buy listings... your sales message penetrates straight to the heart of this rich market—where farmer spendable income reaches \$950,600,000 yearly! Want proof? Send for free folder.

STRAIGHT-LINE
ADVERTISING
available also in —

- THE OHIO FARMER
- PENNSYLVANIA FARMER
- THE INDIANA FARMER
- THE KENTUCKY FARMER
- THE TENNESSEE FARMER & HOMEMAHER



Michigan Farmer

EAST LANSING, MICHIGAN

Dissent on Question 22 Of AIA Media Form

ASSOCIATION OF Industrial Advertisers revised its Media Data Form last month, and presented it to its annual meeting in Washington. One of the questions (No. 22) that is asked of publishers under the general area of "Advertising-Editorial History-Policies" is labeled "Quantitative analysis of editorial space during past 12 months. (This is a statistical summary only. It should not be considered as a qualitative measure.)" Listed below the question are various areas of information to be supplied:

Staff written material..... %
Material contributed by request
Paid %
Unpaid %
Material contributed, unsolicited
Paid %
Unpaid %
Others, as..... %

In due course, one of these forms reached the Chilton Company in Philadelphia, and was considered by the company's Editorial Board Committee. This is a committee made up of the editors of the 18 Chilton publications.

The board looked at Question No. 22 quizzically, and came to the following conclusion, which may be helpful to editors and publishers of other publications who receive similar requests from AIA and other sources:

Chilton Editors' Statement

"The effort to separate ethical well-edited publications from those in the paste-pot and shears business is a commendable one.

"Unfortunately, data on 'staff-written' vs. 'contributed' articles, along with 'contributed, paid-for' and those obtained without cost to the publication may lead to false conclusions. Here are some important considerations in weighing various methods of developing editorial material.

"Staff-written vs. contributed—Some people feel that a high percentage of staff-written articles means a better edited magazine; that 'staff-written' automatically assures quality. This is not correct. It may actually be more difficult and more expensive

to publish a contributed article. When developing a contributed article the editor must first locate the right man for the project; usually he must call in person to outline the editorial requirements, and encourage him to produce the article. Then, more often than not, it has to be re-written. This requires more man hours than staff writing.

"This contributed article, written by a man with years of experience in the field, may well be superior to a staff-written product. One of the most successful magazines in the scientific field today is almost entirely 'contributed.' This, of course, is *Scientific American*—which, like *Harper's*, *Atlantic*, *Reader's Digest*, and many more, are not staff-written magazines.

"Contributed, paid for—There appears to be an impression in some quarters, that an article is better because it has been paid for. Consider the case of the corporation president or the high public official vs. the free lance writer. Which is likely to produce the most effective copy? Yet the free lance writer is paid for his words, the corporate official may receive nothing; frequently company policy prohibits accepting payment. The rate structure of business magazines simply does not permit adequately compensating a company official for the experience and knowledge that goes into writing the article.

"Contributed, solicited—One might assume that the contributed article, solicited by the editor, would on the average, be better than that which came in unsolicited. This assumption overlooks one very important fact: People who have important, worthwhile articles to publish just naturally approach what they consider to be the best magazine in the field. While such magazines must reject a great many manuscripts, they have a wide choice because of their reputations.

"Further, and while one doubts that any publisher would stoop to this, it is possible: By writing to all his normal sources of new product and free literature releases, the major agencies and companies in his field, he might be able to state that 90 per

(Continued on page 86)

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page 86)

ope, July 1960



THE 'TRUE' MAN WORKS TO LIVE!



The world's largest all-male audience reads True every month—2,650,000 men who invest in tomorrow by spending today.

All of us look for the good things in life. But the 'True' man actively seeks them out. Why shouldn't he? He's young—up to six years younger than readers of the mass books—with the vital interests and desires you'd expect of his age.

Better yet, he's in a position to *satisfy* those desires. His income, for example, is actually higher than the

median of two of the nation's three leading weeklies.

For the most part (83%), he's a married man. On-the-way-up. Sure, he saves for tomorrow. But for the present, he *wants*.

The 'True' man not only works to live—he *dares* to live. That's why he's so attracted to the vigorous masculine editorial of The Man's Magazine. That's why he's so interested in what you sell.

No other mass-circulation book can offer you a selling proposition of equal magnitude.

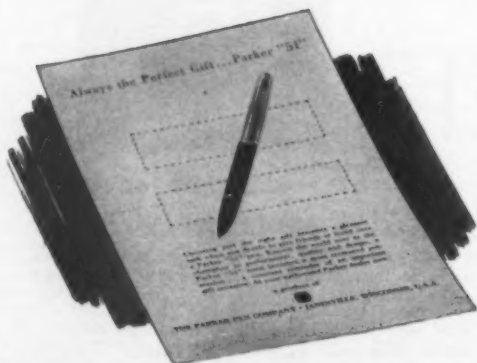
FAWCETT . . . SALESPower IN DEPTH

Media/scope, July 1960

**With one stroke
of the pen**



Parker goes global



In December, Parker Pen ran advertisements in Reader's Digest around the world. They were designed to help meet different marketing needs in more than 100 countries. Yet Parker gained the simplicity and economy of running all this advertising in a single publication.

The Parker Pen Company, knowing Reader's Digest's unusual efficiency in each overseas market, has signed up as a Digest global advertiser.

National differences in language, income, tastes, customs and distribution—these are familiar problems for Parker executives. In meeting them, Parker has been highly successful in more than 100 countries. And Parker has found at least one way to meet local marketing conditions while still gaining the advantages of mass international selling.

"In the International Editions of Reader's Digest," says Parker's Director of Advertising, J. W. Biety, "we can be flexible from country to country in what is featured and how it is presented. Yet advertising production is quite simple. Color reproduction is consistently good. And costs per thousand are exceptionally low."

The Parker Pen Company has also found that the Digest pre-selects an audience which is well above average in buying power, education and job responsibilities.



"Through the Digest," says Biety, "we reach quality audiences in a prestige medium. And localized Digest editing helps the reception of our localized selling efforts. These are two of the main reasons why we have advertised in the Digest frequently since 1940 . . . when we went into the first issue of a Digest edition which carried advertising."

Current advertising

December Parker advertised in the Digest around the world and qualified for a 10% global discount. The Digest is the only international medium that this successful advertiser currently is using.

Special international advantages

Parker Pen Company and nearly 4,000 other advertisers using the International Editions of the Digest. This unique medium offers all these advantages:

Largest total audience of any publication. The Digest is read by more than 65,000,000 people every month—more than 30,000,000 outside the United States.

Largest audience of executives. The Digest reaches more than 2,700,000 business executives outside the U.S.

Exceptional cost efficiency for reaching general and business audiences. In using the International Editions, your messages reach the heart of the quality market overseas community leaders emulated by their neighbors; business

executives who influence the purchasing of both their companies and their associates. And you cover these people at an extremely low cost per thousand.

● **Local-language medium—locally edited.** The 28 International Editions are published in 13 languages. Articles are translated in accordance with local tastes. So each edition gets a warm welcome. In many countries the Digest has become the best-selling magazine.

● **Market-by-market flexibility.** You can use different presentations in different markets—fit your coverage to your needs—and still benefit from the international prestige and consistent quality of Reader's Digest.

● **Production economy.** Uniform production specifications help eliminate problems such as resizing. And artwork for more than one edition need be color-separated only once.

*The world's most powerful selling force
is local wherever it goes*

Reader's Digest

*Bought by more than 20,000,000
people around the world each month*

In Roanoke in '60 the Selling Signal is SEVEN...

Many people, much wampum, in Roanoke. Heap big voice is WDBJ-TV, serving over 400,000 TV tepees in Virginia, N. Carolina and W. Va.

Roanoke not get-rich-quick market, but plenty steady. Growing, too! That's why smart ad chiefs are going western... Western Virginia, where they'll sell like sixty on seven.

In Roanoke, seven is WDBJ-TV. Maximum power, highest tower. Superior programming for braves, squaws and offspring.

ASK YOUR PGW COLONEL
FOR CURRENT AVAILABILITIES

WDBJ-TV

Roanoke, Virginia



(Continued from page 82)

cent of his contributed material had been solicited.

"In short—The number of possible combinations and permutations of such data is legion. The chances of misunderstanding—the possibilities of being misunderstood are enormous; it is an area almost completely lacking in guideposts—an area in which the careless publisher may, perhaps unwittingly, upset what few guideposts there are.

"We would much prefer a personal discussion of our editorial policies and content. There, using the same ground rules, we'll be happy to talk editorial evaluation."

What the Chilton editorial committee did not say, but what is obvious is that although the AIA question may be designed as a *quantitative* editorial measure, it has often been used for *qualitative* measurements. A qualitative appraisal based on such measurements as "staff written," "contributed," and so on, could be misleading unless accompanied by a complete understanding of the publication's overall editorial policy.

REPRESENTATIVES JOIN FORCES

Newspaper Marketing Associates has been formed by Sclaro, Meeks & Scott, Inc., and Doyle & Hawley, Inc., to represent 21 newspapers across the U. S.

MEG'S U. S. AUDIENCE

Some 70.8 million Americans, 12 years or older, or 54.9 per cent of the total U. S. adult population, saw Princess Margaret's wedding on television, according to Sindlinger & Co. On an average day of the wedding week, its TV coverage was discussed by 6.4 million persons, and newspaper accounts caused conversations involving 12.3 million. This ability to generate talk was approximately equaled in the past three years, says Sindlinger, by Arthur Godfrey's cancer operation and the Sherman Adams affair.

CHIRURG-CAIRNS MERGE

Anderson & Cairns, Inc., and James Thomas Chirurg Co. merged into a new corporation on the first of the month: Chirurg & Cairns, Inc., with offices in New York and Boston.

What do farmers in
Income Classes I-IV say about
farm publications?

● Important basic facts revealed in
new McCann-Erickson Study. READY SOON!

MIDWEST UNIT *Farm Papers*

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Another color concentration campaign in the Tribune

The biggest color schedule of its kind ever to break in the Chicago market! That's how New Era is whetting more appetites for its light, digestible potato chips.

For the greatest sales impact, New Era is concentrating this entire campaign in the Chicago Tribune. Reaching more than 700,000 Metropolitan Chicago families, these appealing ads are sure to help grocers make more sales.

This exclusive color campaign is added evidence that the Tribune is regarded as Chicago's No. 1 medium for grocery product advertisers. It carries more general grocery lineage than any other newspaper in the country. It reaches hundreds of thousands more families than any other Chicago paper. And it sells the most goods. Isn't that the best of reasons why you should concentrate more of your advertising in the Tribune?

MORE READERS...MORE ADVERTISING...MORE RESULTS—

The Tribune Gets 'Em in Chicago!

Media Have Right To Refuse Questionable Advertising

- *Media must control propriety, honesty of own advertising columns.*
- *All media have legal right to refuse advertising.*
- *This legal right important in refusal of advertising in bad taste.*

By Morton J. Simon
Member of the Philadelphia Bar

THE ADVERTISING industry is currently engaged in considerable soul-searching. On the surface, this re-evaluation stems from the revelations in Washington at the Harris Committee meetings. We are told that "advertising is on trial." Others point a "finger of scorn at the image of advertising."

However, most thinking people in the industry recognize that the current developments are really an eruption which is part of a larger overall pattern—a pattern which is not new and has concerned the advertising industry for many decades past.

This is the "consistently sporadic"

advertising which, like the bad apple in the barrel, gives advertising and some advertising media an unsatisfactory public acceptance.

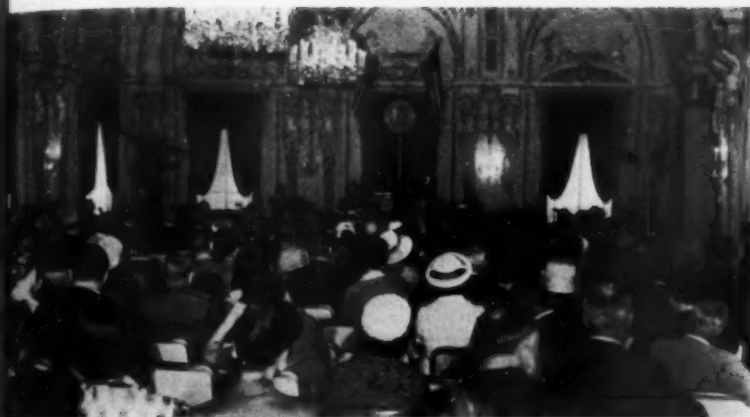
Media and those who must make the media-buying decision have long recognized that the successful advertising medium is usually the one which enjoys public confidence because of its reliability. This was recognized during the earliest rumblings of the advertising clean-up going back to the early days of the century.

Some years ago L. E. Prichard, the so-called "advertising censor" of the St. Louis *Dispatch*, said:

"Our business, like any other

business, depends upon how many customers we can get and how much we can get for them. Long ago, business men and advertising editors as well realized that the soundest way to get and hold customers was to inspire and create confidence. . . . A publisher is a merchant of words and the reliability of those words or the quality of his editorial material, determine the quality of his merchandise.

"It would be inconsistent, if he had a low standard or none at all in the advertising column. It would be extremely difficult to see how a publisher could reasonably expect his news to be believed."



SELF-REGULATION OF ADVERTISING was topic at this session of Advertising Federation of America in New York June 6. Speakers included Earl Kintner, chairman, FTC; Dr. Margaret Mead, anthropologist, of Columbia University; G. Duffell Smith, exec. v.p. of Dallas Better Business Bureau, and John P. Cunningham, chairman of Cunningham & Walsh. Latter presented "The Truth Book," a program for self-regulation. The latter document was prepared by Morton J. Simon, associate general counsel of the AFA.

and trusted if he accepts no responsibility for the advertising in the adjacent columns. He publishes both news and advertising, and thus establishes his responsibility for both."

Media Must Control

What he was talking about is simple: that media must regulate and control the propriety and honesty of their own advertising columns. This enlightened self-interest is basic to the success of all media. The results of it are constantly being assessed by media buyers and planners.

A well-known media executive has said:

"Rates per thousand and the other stock standards are all very well. But I want to know more about the media. I want to look at recent issues—watch a lot of spots if possible. I want to make sure it is clean. I want to know the kind of neighbors our clients will have and whether some phony hard-sell will slop over onto us."

This is similar to what Robert Curleigh, president of the Mutual Broadcasting System, recently said. He made the point that advertising agencies are very much concerned

about the "community image" of the radio stations which they buy. While his emphasis was on community attitudes based on public service programming, nevertheless, its implications are quite material to the advertising aspect of the matter.

It is to protect its reputation—its image—that a medium must self-ishly protect its advertising columns.

All media and groups of media have subscribed to and honored high standards of advertising acceptability. This has been not merely lip service, but actual performance. For example, an ANPA study indicated that 219 newspapers (replying to a questionnaire) had refused a total of almost \$9 million of advertising in 1958.

Spokesmen for the broadcast media have produced similar figures and have documented them. Most media have and are doing a good job.

Media themselves have generally been immune from direct government surveillance. But certain developments in this direction—while not smacking of censorship—bear watching.

In a public notice in February 1957, the FCC stated that it would advise stations of actions of the FTC so that the stations "will be in a position to consider taking action consistent with their operation in the public in-

terest." The information being passed along by the FCC to the stations is based on a liaison arrangement between the FTC and the FCC whereby the FTC notifies the latter of its proceedings (via complaint, order, or stipulation) against certain products or the advertising thereof.

The FCC indicated also that where a finding had been made that particular advertising material was deceptive, its continued broadcasting would raise a serious question as to whether the station was operating in the public interest.

Possible FTC Proceedings

The FTC has never proceeded against any media which may have carried misleading advertising. This does not mean, however, that such action could not be taken in the future. Some recent FTC complaints have broadened the ambit of respondents, and have included advertising agencies and even account executives in appropriate cases.

Under its declared policy, the Commission could include all who may have contributed to the dissemination of the advertising.

Furthermore, the FTC chairman has, on more than one occasion, pointed out that there is no exemption in favor of the media in such a situation. He has referred to such action as a possibility. At the same time, he has made it clear that he hopes that this will not be necessary.

This statement from Washington is not a threat. It appears to be more of a restatement of the FTC's legal authority. As a matter of educated guessing, it seems unlikely that the FTC would proceed against media unless in a particularly flagrant situation, resolvable only in that manner.

Media cannot be expected to maintain complete or even adequate research facilities to check product claims in every advertisement they receive. This would be a tremendous load.

Nevertheless, they can do much to filter out the sham, the false, the un-

(Continued on next page)

"The Advertising Truth Book"

Produced by Simon for AFA

Presentation of "The Advertising Truth Book" was the outstanding accomplishment of the fifty-sixth annual meeting of the Advertising Federation of America in New York last month. This document was prepared by Morton J. Simon, associate general counsel of AFA and a frequent contributor to MEDIA/SCOPE on the legal aspects of media buying.

The book was hailed by Earl W. Kintner, chairman of the Federal Trade Commission. He spoke on the program and outlined the FTC's point of view that favors self-regulation of advertising by responsible advertising groups. He said:

"This manual fills a real need. There is an abundance of material explaining what constitutes false and misleading advertising, but until now there has been no single summary statement of the basic guidelines prepared to meet the myriad needs of the local advertiser determined to improve ethical standards.

"It is now incumbent upon every local advertising club to insure that this manual will be used. I am confident that it will be a valuable aid in the task of industry self-regulation."

John P. Cunningham, board chairman of Cunningham & Walsh, who presented the manual to the audience, declared, "The Advertising Federation of America is finally nailing down this abstraction called 'Truth.' 'Truth in Advertising' is now codified into a usable tool, an instrument which will compute honesty."

In his "The Advertising Truth Book," Mr. Simon maintains that "Truthful advertising is not a matter of technical and legal rules. Rather, it is a matter of philosophy and intent."

It is suggested that an advertiser, judging the honesty of his sales message, need only ask himself a few direct questions:

"Is it really honest?"

"Is it clear to the people who hear or look at it?"

"Can I prove all this?"

"Would I approve if my competitor used this copy?"

"Is this straight talk?"

"Would I want my wife to spend my money because of this ad?"

"Have I cut out all weaseling?"

The manual gives seven general rules that are drawn from important

advertising decisions over a period of 37 years. They are:

Seven General Rules

1. Advertisements must be considered in their entirety, and as they would read by those to whom the appeal.

2. Advertisements are not intended to be carefully dissected with a dictionary at hand, but rather to produce an impression upon the ordinary purchaser.

3. Advertisements as a whole may be completely misleading, although every sentence separately considered is literally true. This may be because things are omitted that should be said, or because advertisements are composed or purposefully printed in such a way as to mislead.

4. Whether or not the advertiser knows the representations to be false, the deception of purchasers and the diversion of trade from competitors is the same.

5. A deliberate effort to deceive is not necessary to make out a case of using unfair methods of competition or unfair or deceptive acts or practices.

6. Laws are made to protect the trusting as well as the suspicious.

7. Advertising representation, however made, which are ambiguous will be read favorably to the accomplishment of the purpose of the FTC Act, which is to prevent the making of claims which have the tendency and capacity to mislead.

fair, and the tasteless in this pre-publication stage.

Media must realize that they are probably the first point at which advertising copy is given an unprejudiced and objective checking. Advertiser and agency may have the best intentions in the world, and undoubtedly do an excellent job in this respect. Yet they would be something less than human if they were not somewhat subjectively oriented about their own creations.

It is this prophylaxis—before an

advertisement is ever seen or heard by the consumer—which can do so much to scotch deception and also scotch bad taste.

Right To Refuse Advertising

Basic to the activity of the media is their legal right to refuse an advertisement. Some media are still unsure about this.

Notwithstanding the fact that millions of dollars of advertising are refused every year by media, some still

hedge and do carry objectionable or questionable advertising. Such media and such advertising definitely seem to be decreasing.

I may say categorically that a newspaper, a broadcasting station, or a work has a legal right to refuse an advertising offered to it, provided such refusal is not for an illegal or monopolistic end. There is no question for station or publication to worry about that.

This has been clearly ruled by the Supreme Court in the *Lorain Journal*

case, a landmark in media and advertising law.

Newspapers are not public utilities. The newspaper business is an ordinary business, as private as that of the baker, grocer, or milkman, all of whom perform services on which their communities depend, but which nevertheless do not warrant inclusion in the category of public utility.

A newspaper or other medium need not even give a reason for the refusal of a particular advertisement. It is only when that refusal seeks some illegal and ulterior purpose that the courts will intervene. Such instances are, of course, very few. This limitation on the media's right need concern us but little.

Good Taste in Advertising

This legal right is particularly important in connection with the refusal of advertising on the basis of taste. Taste being the intangible thing it is, many conscientious media people will try to suppress their own personal attitudes and "lean backwards," particularly if concerned about their legal right to refuse the proffered copy.

This is not necessary; in fact, it may even be harmful to the community and the community's confidence in the medium.

Assuming a desire to censor advertising against the deceptive and the distasteful, we are faced with a practical question: how can the individual medium filter out the unwanted, perhaps converting the great bulk of it into the acceptable?

The larger, more adequately staffed media are likely to have qualified people to do the job. Others may be groping for help . . . may be remote from sources of information . . . may not seem to have the time to do the job. Where can they turn?

Helpful Printed Material

There is, of course, a wealth of printed material available. It is easy to obtain and to use and apply on a day-to-day basis. Each periodical or station can easily and quickly develop a small, definitive working library on the subject, more than adequate

for the job.

Here is a partial list:

"Do's and Don'ts of Advertising Copy," published by the National Better Business Bureau, Chrysler Building, New York. This is a large (but thoroughly indexed and convenient) looseleaf service, kept up to date with monthly supplements on an annual subscription basis. It is thorough and specific on product advertising. It is probably the most complete source book available.

"The Advertising Truth Book" by Morton J. Simon, published in June 1960 by the Advertising Federation of America, 250 West 57th Street, New York. It spells out in detail the specific rules applicable to truthful advertising as based largely on court decisions and FTC rulings. A useful feature is its bibliography of additional sources of guidance.

FTC "Guides". Under its "Guides Program," the Commission issues sets of rules as to various types of deceptive advertising. Thus far, such Guides have been issued on pricing, bait advertising, guarantees, and co-operative advertising. Write to the FTC, Washington 25, D. C.

FTC News Releases. Each day the FTC issues releases on every action taken by the Commission. It is a current flow of information on questionable advertising. It names names and products and details the specific objections so that media may keep an eye open for the specific advertising if and when it is later submitted. Ask the FTC to be placed on its mailing list 4A.

FTC Weekly Summaries. These are briefer weekly roundups of deceptive advertising cases. These are also available from the FTC on a mailing list basis.

Keeping current with all of this material may seem like a chore. Actually a few minutes a day will be sufficient.

The important thing is that every medium must have its "Advertising Acceptability Department" whether it be just that—a separate department—or the editor or advertising manager taking on another chore . . . an extremely important one. ■



A. W. Moss Named Assistant Publisher

Albert W. Moss, executive vice president of Standard Rate & Data Service, Inc., has been named assistant publisher of MEDIA/SCOPE. Mr. Moss has been identified with SRDS management for 23 years, and has directed advertising sales for SRDS rate and data publications and for MEDIA/SCOPE. With other SRDS officers, he shared in the decision to launch the latter magazine.

"This appointment represents no change in MEDIA/SCOPE's direction," Mr. Moss says. "It does mean that there are two of us to share the responsibility of its overall direction."

INTERNATIONAL BUYERS ELECT

New officers of the International Media Buyers Association are: president, Caroline Stella, J. Walter Thompson; vice president, Mary Rodriguez, BBDO; secretary (for her third term), Karen Hiort, Foreign Advertising & Service Bureau; treasurer, Consuelo Roman, Erwin Wasey, Ruthrauff & Ryan.

FIRST QUARTER SPOT TV UP

Based on the 300 stations reporting for both years, gross spot television expenditure by national and regional advertisers for the first quarter of 1960 was 12 per cent ahead of the 1959 period. Total first quarter spot figure for all 339 stations reporting this year was \$167,981,000, according to Rorabaugh data supplied by Television Bureau of Advertising.

Scope on People



FLYING A SHOWING: A switch on the client's usual automobile inspection of an outdoor poster showing is used by Andrew L. Anderson (standing), sales supervisor, General Outdoor Advertising, in Gastonia (N. C.). Here he prepares to take Norman Hull-Ryde, sales promotion manager, Wix Corp., on an aerial tour of the showing. Wix, a maker of automotive filters, employed a "bottling-up" plan in Gastonia, whereby posters are located on principal arteries leading to and from the market. The aerial ride offered a new perspective on the strategy.



CONVENED IN NEW YORK to pick the winner of the recent ABC slogan contest (front row, from left) Hugh H. Johnson, media director, Kudner Agency; Ray Starr Butler, consultant, General Foods Co.; Henry Abt, president, Brand Name Foundation; Dr. Leo Bogart, vice president, Bureau of Advertising, ANP (standing, from left) Alan Wolcott, executive vice president, Audit Bureau of Circulations; Gilbert E. Mott, promotion director, Hearst Advertising Service; Monroe Green, advertising director, *The New York Times*; Philip Oetting, executive, AAAA; H. James Gediman, executive vice president, Hearst Advertising Service; Dr. Darrell B. Lucas, chairman, Department of Marketing, New York University; Joseph M. Allen, vice president, ANA.



INTERNATIONAL ADVERTISING ASSOCIATION "Man of the Year" award being presented to Shirley F. Woodell, formerly v.p., J. Walter Thompson Co., by Elmo C. Wilson, acting president of IAA, at the Association's twelfth international advertising congress in New York.



ARTHUR H. MOTLEY (left), president of *Parade* magazine, and newly elected president of the U. S. Chamber of Commerce receives the Advertising Club of New York Bronze Plaque of Achievement, the club's highest award, from Gene Flack, president of the club.



PETER ALLPORT has been appointed executive vice president of the Association of National Advertisers. He had been a president.

Judy O'Grady-- Marketing's Woman of Mystery

*Understanding why she buys
is as important as knowing
what she buys and how she buys it.*



By Gene Waggaman

Promotion Director, Macfadden Publications

Judy O'Grady is feeling terribly misunderstood. She and her fabled sister-under-the-skin, the Colonel's lady, shop the same stores; they bank at the same bank, and their children attend the same public school. To the casual observer the "new" Judy O'Grady has "made the grade." She's considered by many to have become the social (as well as economic) equal of the Colonel's Lady.

But why she is so considered is a mystery to Judy. The fact is that, whether we like to admit it or not, a social class system exists in this country today, as it has in the past. In an age when wide economic disparities between groups of people have already disappeared, there still remains an invisible wall of social behavior—a difference in background, values and status symbols—which separates our population into distinct social groups.

And Judy O'Grady, the "mysterious" woman behind the invisible wall, is the prototype of one of these groups. She is the representative of the nation's mass of working class people, and her system of values, her background, her social outlook set her clearly apart from her counterparts in "white collar" or executive families. Moreover, she prefers it that way.

One of the obvious expressions of her social class placement is to be found in her choice of reading matter. For she prefers Family Behavior magazines like *True Story* and *True Romance*, reading little else.

In a recent study, Social Research, Inc., a leading organization of social scientists, showed the reasons why Family Behavior magazines have their particular impact on their housewife audience of working class women, and why these women basically reject other kinds of magazines that are edited to women of different social status. The findings of this study were made available in the form of a presentation entitled, "The Invisible Wall," which has been widely shown around the country.

In a second, equally penetrating study, Social Research, Inc. delved even more deeply into the social and psychological factors motivating the working class

reader of Family Behavior magazines as a consumer. Social Research did so in the belief that it is necessary fully to *understand* the behavior of women like this, rather than simply to enumerate it.

In effect, Social Research determined the socio-psychological characteristics of the reader which control her *consuming style*—that is, her pre-disposition to buy and to use goods and services in particular ways. This *consuming style* guides the woman's more concrete actions in the day-to-day purchase and consumption of specific brands and products. It also guides her pre-purchase response to advertising. Thus, understanding *why* a woman buys is as important as knowing *what* is bought and *who* buys it.

In order objectively to appraise working class women, advertising and marketing people must actively avoid a common, though understandable, error. They must not allow their own social class placement—which is certainly middle class and probably upper middle or upper class—to influence their judgments of the working class women. For, as Social Research phrases it: "The readers of the magazine (i.e. Family Behavior magazines like those of the *True Story Women's Group*) would have a great deal of difficulty adjusting their lives to the value systems and behavior of the upper middle class woman. But, the reader of this report would have as much trouble adjusting his life to the value system and behavior of the working class. Yet, the businessman must understand, and learn how to deal with, the realities of this working class world if he is to do the best possible job of marketing his goods there."

Judy O'Grady simply wants to be understood and accepted for what she is.

To help business evaluate and judge the readers of Family Behavior magazines as a market for myriad consumer goods and services, the findings of Social Research, Inc. have been organized into several brochures: *The Invisible Wall*, *The Familiar Stranger* and *The Golden Triangle* (an analysis of the role of television in magazine homes). Call, or write Dept. MS-1, TRUE STORY WOMEN'S GROUP, 205 East 42nd Street, New York 17, New York.



How To Keep Advertising Tied To Objectives

Elder maintains budget is culmination, not the beginning of planning.

The problem of management in advertising is directly related to the setting of objectives, and of keeping all work related to advertising clearly directed toward these goals. In an address delivered before the Association of National Advertisers Workshop on Advertising Administration last month, Robert F. Elder told why. Mr. Elder is president of The Plax Corporation, and was formerly vice president in charge of affiliated companies of Lever Brothers Company. The part of his talk quoted below is a valuable contribution to the art of advertising management:

I AM CONVINCED that the first step in managing advertising properly is to set down in black and white a clear-cut statement of just what are the agreed objectives of the advertising program. This should be done with the participation of the top management echelon, the company's advertising management, and the advertising agency. All can contribute to the thinking, and all should clearly understand what the goals are. The definition of objectives can be quite simple, covering such items as:

1. What do we want our advertising to accomplish?
2. What ideas and impressions do we want it to convey?
3. To whom do we want to convey these ideas and impressions?
4. What yardsticks are going to be used to judge the degree to which the objectives have been attained?

This last item is very important. A feeling of common purpose can never be maintained unless there is agreement as to how performance is to be judged. This, after all, is essential to good management practice, whatever the area. It

is too often forgotten when it comes to the judgment of advertising.

With an agreed upon statement of objectives, in the preparation of which I reiterate top management must participate, it then becomes the province of the corporate advertising group and the agency to prepare a proposed program. In my opinion this should not start with any preconceived limitations, as to money, or media, or type of copy, or anything else. It should be a creative effort to visualize the best possible way to attain the defined objectives. It should not wander afield to encompass things not a part of the agreed objectives.

When the program is presented to management for its approval, it should specify exactly what media and what frequency are recommended, and why it is believed the choices are best suited to attainment of the objectives. It should outline the copy approach and illustrate it with at least one sample piece of copy that has been worked over carefully enough to be ready to run. The same with layout or other methods of format. It must of course be specific as to just how much the recommended program is going to cost. It should also recommend just how the performance criteria which have been agreed upon are going to be measured or judged.

Being something of a realist, I know that in a great many cases the program recommended for full achievement of the agreed objectives is going to cost more than management is going to be prepared to spend. The smart advertising executive is going to know enough about his company's financial position to keep it somewhere in the ball park. And not infrequently a management which has come, through the objective-setting approach, to a real understanding of

what it wants its advertising to become willing to spend more money than it would have provided when it had only a vague and nebulous idea of advertising as a necessary but profit-consuming evil.

It is always well, however, to be prepared with alternative programs and budgets which are designed to get part way to the chosen objective and these should be equally well thought out.

A program prepared on the basis of *What can I buy for many dollars?* is in my experience the most wasteful way to about advertising.

In planning the program, and its execution, the corporate advertising administrator needs to be able to discover ways to apply the maximum number of dollars to the delivery to the right kind of recipient, the right kind of message in the right kind of setting. He must plan ahead carefully and purchase with diligence and prudence. He must watch his departmental overhead and his agency charges with a hawk's eye, for needless overhead and procedural waste can rob his program of customer exposures that might have added corporate sales and profits.

The corporate advertising director will do well, once he has gotten his top management to participate in setting advertising objectives and approving the program in broad outline, to take the initiative in reporting periodically on progress. If he can show that he is keeping in line with budget, and provide evidence that the program is moving steadily toward the achievement of its predetermined objectives, he should be able to keep from being always on the defensive. But he must be careful in providing evidence of progress to make it accurate and consistently based.

Most management men want to understand advertising, and are eager to listen attentively when you talk them about it in simple, realistic down-to-earth terms. My advice is to forget the ritualistic jargon of Madison Avenue and talk their language about people, how you are influencing them, and what this means in terms of corporate sales and profits. To this, of course, you have to know a lot about the business you are working for, as well as about the technicalities of advertising.

Enough Is Enough

By Lionel M. Kaufman



Two years ago, this columnist began applauding the new trend toward off-beat print advertising, with its gate-folds, its paste-in samples, etc. Today, on second thought, it's starting to worry him.

I suppose that is the natural fate of everything that trades on the strength of just "being different." While it's the sole exception, the sore thumb, the lone out-of-step marcher, it catches eyes and interest. But by the very process of gaining popularity, it loses that major asset.

Too many fancy folds to interrupt one's reading, too many gadgets affixed to too many pages, can become a nuisance rather than an attraction. I don't think we've gotten to that point yet, but in some issues of some magazines, we're getting dangerously close.

Of course, you can't expect the advertiser to keep the volume down, and maintain the bloom of exclusiveness. Someone in authority has to say "only so many can run in an issue, or a month, or a year," and dole them out to the first-comer. That someone, of course, must be the publisher.

But even if the volume of this advertising is still within bounds, I believe we should all stop and take a good look at the trend that's developing under our noses today. That's the insatiable desire to find newer and odder ways to use the printed page. We've already tried samples, swatches, phonograph records, aluminum foil pages. Now an ink manufac-

turer has announced he's perfected advertising ink with a "new-car smell," a "luggage odor," and many more.

Can the "taste ink," and the "touch ink" be far behind?

Outside of the fact that these screw-ball variations have endless complications hidden in them (ink odors can't be restricted to the space the advertiser has bought . . . after one person has sampled, or "tasted," an ad, there's no room for pass-along "readership"), the main objection is that, in our race to be different, we're deserting the fundamental values that built up our print media.

Emphasis Upon Reading

Let's not forget that reader-interest is the product of something worth *reading*, not something to smell, or listen to, or wrap your vegetables in.

Let's remember that the man who sits down with a magazine is sitting down to *read*, not to bandage his finger, or play a phonograph record, or unfold a Chinese puzzle.

Good reading is what sold our printed page to the public in the first place. Good reading has done a good job through the years of carrying the advertiser's message to the public. If we're looking for different ways to present that message, let's look a little harder for different *words*. There's an infinite supply of them that we haven't tried yet.

Gadgets will never take their place.



Elks Magazine Editorial Profile:

Business, travel, current events, hunting and fishing, "do-it-yourself" . . . these are some of the topics that, in addition to fraternal news, whet the reading appetites of 1.2 million Elks every month.

Add an interesting array of fiction, plus articles on sports or matters of national importance . . . that's a general outline of The ELKS Magazine.

This appealing editorial package, penned by noted writers, invites readership . . . provides the right setting for your advertising. It's the best way to sell the #1* men's market.

*1960 Starch Report . . . ask your local ELKS Representative to show you a copy.

THE ELKS MAGAZINE
New York, 386 Fourth Ave.
Chicago, 340 N. Michigan Ave.
Los Angeles, 1709 W. 8th St.



What's Wrong with Us?

DON BUTTENHEIM (president of the same-name publishing company) had himself a time excoriating his own kind in a talk before the Industrial Marketing Club in St. Louis. His criticisms of business paper publishers (reporting on a survey he made of advertisers and agencies) bear repetition and comment in this department.

"We frequently fail to inform advertisers and agencies of special issues or special editorial features until just before or even after the closing date."

That is certainly true, and it causes a lot of trouble. But on the other hand, some publishers put tremendous promotional effort behind their special issues, usually in order to get extra income.

Agencies and advertising managers normally hate special issues, because they require extra appropriations or the rearrangement of schedules, sometimes at the sacrifice of some worthy and originally-planned-for advertising.

Special issues should be known about early enough to be built into the yearly plan. That means the special issues dates for 1961 should be in the hands of space buyers now.

"Our own promotion, while it can be good on occasion, is more often mediocre to downright poor."

Don said it first, so I dare say it second. From my point of view, Don's remark was downright charitable; the word is not "poor," it's lousy. I know of no major area of business which does such an incompetent job of promoting itself.

Poor Timing on Selling

"Too much of our heavy selling effort each year is deferred until right at or even after the key time for making media decisions." This is quite true, yet understandable. The space buyer himself may be reluctant

to talk about future problems when he has current ones to dispose of.

This fact, it seems to me, argues for better advertising by the media. The advertisers and agencies believe in pre-conditioning; they should be susceptible to it on the part of the media.

"Salesmen too often lack basic understanding of the difference in approach and coverage between their own and competing publications."

It is at this point that I stop agreeing with Don. I think the salesmen in this field are extremely competent. To a much greater extent than their counterparts in other types of media, they do understand the difference in approach and coverage, and attempt to explain that difference to the buyers without resorting to the tricks and hyperbole and downright lying that we too often encounter when buying other forms of media.

Don also had a list of indictments against advertisers and agencies, and I can't resist commenting.

"The tendency of some ad managers and quite a few agencies to 'play it safe' in media recommendations." I do not know what is meant by this, unless it's "going along with the crowd." I don't favor risking a client's money in off-beat or unproved media and rarely in unconventional space units and scheduling systems. If careful analysis of the situations means "playing it safe," I'm all for that.

The "Numbers Game"

"Too much reliance on total circulation counts, the numbers game, without proper evaluation of actual purchasing power or influence." The buyers deserve this rap, but so do many of the publishers, whose game is only the numbers game. Better education on buying and better selling by the publishers who do not play that game, are what is needed here.

"The taking of last year's media

list as an automatic starter for next year's." That's wrong, of course, but it's just human nature. The buyer always has to think of what he would say if somebody asked, "So how could you have been so wrong last year?"

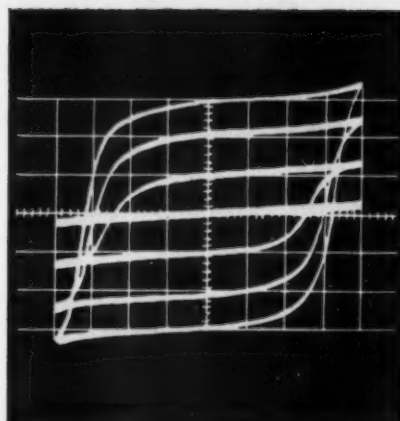
"Playing off one magazine against another for extra consideration on charges." Compared with other media, the business publications, in this respect, are virtually clean, so I'm surprised to learn that buyers try to get away with it.

"The unhealthy but apparently still growing reliance on the spectacular, such as inserts and gatefolds, which are so often indulged in at the expense of continuity." Amen. Yet the point can be reached where any one advertiser is well advised to enter the spectacular race just on the argument that the best defense is a sound attack. My suggestion to cure this ill is either for the publishers to refuse such inserts or to place such a premium on them that the greedy advertiser will have to return to sensible and sound space units and continuity.

"Failure to pay heed to the most elementary rules of sound advertising copy and layout as brought out by thousands of publishing dollars invested in ad readership studies." This is criminal, I agree. The extent to which publishers have tried to be of help is many times the extent to which advertisers have exerted themselves to take advantage of the help. Business papers carry so much bad advertising that the good advertising is overwhelmed, possibly to such a degree that the readers tend to ignore all of it. I wish it were possible to raise rates so high that advertiser managements would insist upon putting top-rate talent into their advertising.

Anyway, Don started a lot of thinking and talking, and that's a healthy thing.

*Honoring the Minds
that meet the Challenge
of the
'60s...*



IRE remembers the MAN

...for

Improvements in Communications

J. A. Rajchman

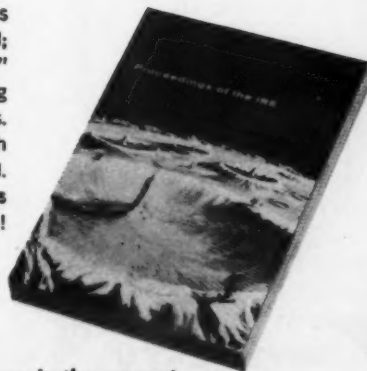
1960's *Morris Liebmann Memorial Prize* goes to J. A. Rajchman, of RCA Laboratories, for helping develop magnetic devices to process information. IRE is proud to honor Mr. Rajchman, and to salute all who, in this challenging decade of the '60s, work for the advancement of the radio art and apply it to the betterment of our lives.

Your company, too, has to meet the challenge of the '60s
in the vast radio-electronics field;
to do so, it too must "remember the man"

— must reach the top-level minds who control purchasing
for electronic equipment, components and supplies.
65,243 (ABC) of them read *Proceedings* every month

— ACT on what they read.

Present your company's facts in *Proceedings*
— and watch the reaction!



*For a share in the present,
and a stake in the future, make your product NEWS in*

Proceedings of the IRE

The Institute of Radio Engineers

Adv. Dept. 72 West 45th St., New York 36, N. Y. • MUrray Hill 2-6606
BOSTON • CHICAGO • MINNEAPOLIS • SAN FRANCISCO • LOS ANGELES



Media/scope, July 1960

when
you
use
WGAL-TV

your sales
just naturally
jump. In this
rich market,
Channel 8
delivers
an audience
greater than
the combined
audience* of
all other
stations in
this great

**MULTI-CITY
TV MARKET**

*ARB and Nielsen

WGAL-TV
Channel 8
Lancaster, Pa.
NBC and CBS

STEINMAN STATION
Clair McCollough, Pres.
Representative: **MEEKER**

Spot Pre-emptions

By Isabel Ziegler

WITHIN THE LAST few years the networks have instituted an arrangement whereby an advertiser who has what is called a 52-weeks' contract is actually committed only to 50 weeks of broadcasting. The network sells the other two weeks to other advertisers for specials, or the network uses the time to program special news events or timely programs.

On the spot side of the business, no such practice exists. An advertiser buys 52 weeks of announcements, and expects to receive them. This situation also holds true of an advertiser who buys programs on a local level.

Up to now, an advertiser was pre-empted only if some valid news was aired in his slot. The time-buyer under these circumstances had little investigating to do, and usually a satisfactory make-good was offered, and the matter agreeably closed.

However, just recently a new practice seems to have developed. Local stations are faced with local advertisers who want an announcement or a half-hour show for just one time to announce a new bank opening or for some other special purpose. In some cases a national advertiser might be sponsoring a show, and the local dealer decides that he wants to tie in to the show and take over another advertiser's slot for one time only adjacent to or in the middle of the national advertiser's program. Unfortunately, in some instances the local station does not solve the problem adeptly.

Just the other day I heard that a major station in one of the top 10 markets pre-empted an advertiser from a weekly half-hour show. It gave a special sporting event as the reason. After further investigation, the time-buyer found that a local advertiser was given the time period and the show. The original advertiser, of

course, felt put upon; and, actually in this case, cancelled without notice and bought the other major station in the market. The one-time advertiser couldn't possibly feel that he had a good buy, as he had lost much of his sponsor identification to the original sponsor because of the latter's past association with the show.

How to Handle Situation

There seem to be logical ways that this situation could have been handled to everyone's satisfaction. The station, if it is not run on a shoe string, need not have tied itself to another film series just for one show but perhaps could have produced its own show. This might have been better for the second sponsor, who probably would have been appreciative of the local atmosphere. Another time period could have been found. Or, if not, it would seem that the national time-buyer should definitely have been approached. The account might possibly have welcomed the relief, or agreed to some arrangement with another time period; or, perhaps a satisfactory arrangement could have been made using some spot announcements. Certainly, anything would have been better than this approach.

As a permanent solution, it might be wise for local stations to pattern their operations after the networks. This solution is, of course, more practical in terms of half-hour shows. Perhaps two shows over a 52-week period could be subject to recapture by the station. In this way, it would give the station some availabilities to sell to the local market without involving too much money. At the same time, the station could also develop a program of its own about its own market, thereby more closely aligning the station to the market. This is good for the local and national advertiser, good for the market, and good for the station.



DICTIONARY OF TERMS USEFUL TO BUYERS OF MEDIA



stands for —

PILOT FILM—A sample film used to demonstrate the quality and format of a proposed series of programs.

PILOT PLANT—In marketing, a manufacturing plant setup to produce proposed or modified versions of established products on a small scale.

PLANS BOARD—An advertising agency committee to plan the campaign strategies of clients.

PLANT—The structures maintained by an outdoor advertising company.

PLANT OPERATOR—The manager or management of an outdoor plant.

PLATE—A metal or plastic sheet engraved with the reverse image of material to be printed.

PLATE SIZE—In print media, the required size of a plate for an advertisement. It is the part of a full page occupied by an advertisement.

PLAYBACK—1. In advertising research, a respondent's verbatim report of the elements recalled for a specific advertisement. 2. Re-running a recording immediately after it is made.

PLUG—A free commercial mention.

POINT—Unit of type measurement; 72 points to an inch.

POSTER FRAMES—In point-of-purchase advertising, frames for blow-ups of advertisements or posters. Layers of advertisements may be mounted on one frame and the top one torn off to reveal a new one.

POINT-OF-PURCHASE ADVERTISING—Advertising matter or display structure usually prepared by the manufacturer for use by the retailer on his premises.

POPULATION—In sampling, the individuals, households, families, etc., within a specifically defined group to be studied.

POSITION—1. An advertisement's place on a page and the location of the page in the publication. A **PREFERRED POSITION** is an especially desirable position obtained by paying an extra charge, or granted to an advertiser who has placed a heavy schedule in a publication, occasionally rotated among advertisers who have contracted for space above a specified minimum. 2. In broadcast, programs or time spots considered most desirable by advertisers.

POSTER—The outdoor advertisement. Each poster panel has a specific copy space requirement. The most widely used sizes are: the 24-sheet, 30-sheet, 6-sheet, 3-sheet, and station posters.

POSTER, REGULAR—A non-illuminated poster.

POSTER ARTIST—An artist who prepares the design to be used in the painted display. He has specialized knowledge of the compensations in proportion which must be made to give good reproduction.

POSTER PANEL—The structure on which the outdoor advertisement is mounted.

POST-TESTING—The testing of advertisements after they have appeared as part of a campaign.

PRE-CLIPPED COUPON—A coupon form bound or inserted in the binding of a publication.

PRE-EMPTION—1. The right of a station or network to cancel a national or local advertiser's scheduled program without notice in an emergency to present material of unusual news interest. 2. Loosely applied to the contractual right of networks or stations to displace regularly scheduled programs a specified number of times during a season to present special programs; more properly termed **WITHHOLDING**.

PREMIUM—A special item offered in conjunction with the sale of a product to promote its sale.

PREMIUM CONTAINER—Any item used as the container for a product which may be reused by the purchaser.

PREMIUM PRICE—A higher advertising rate charged for special positions in print media or special time slots in broadcast media.

PREPRINT—A reproduction of an advertisement before it appears in a publication.

PRESS RUN—The total number of copies printed.

PRESTIGE ADVERTISING—Public relations advertising.

PRESTIGE PUBLICATION—One considered to be highly regarded by the public. Usually applied to publications with high quality, influential audiences of limited size.

PRETESTING—1. The testing of advertisements before they have appeared as part of a campaign. 2. The testing of specific elements that might be included in a proposed advertisement.

PRIMARY HOUSEHOLDS—Households into which a publication has been introduced by purchase, either at the newsstand or by subscription, rather than by pass-along.

PRIMARY READERS—The readers of a publication who reside in primary households.

(Continued on next page)

PRIMARY SERVICE AREA—In AM, or standard, broadcasting, the area in which a station signal is strongest and steadiest. Defined by Federal Communications Commission rules as the area in which the ground wave (the primary wave for broadcast transmission) is not subject to objectionable interference or objectionable fading. No similar term is officially used in TV broadcasting, although television engineering standards recognize three zones of signal service, existing in concentric rings from the transmitting tower: City Grade Service, A Contour, B Contour.

PRINT IMPRESSION—One individual's noting or seeing an advertisement.

PRINTED ROSTER METHOD—In broadcast research, technique in which a respondent is shown a list of programs and asked to indicate which he has seen or heard.

PRIZE BROKER—The middleman in a television barter deal.

PROBABILITY—In sampling, the degree to which the frequencies occurring in data from a sample of a population may be expected to conform to the total population.

PROBABILITY SAMPLE—See **KNOWN PROBABILITY SAMPLE**.

PROCESS COLOR—The process used to reproduce realistically full-color art work. It is the opposite of **FLAT COLOR**.

PRODUCT-USER METHOD—In advertising research, an attempt to evaluate the advertising effectiveness by the degree of usage or ownership of a product among a group exposed to its advertising and a group that has not been exposed.

PRODUCT RESEARCH—Research concerning consumer acceptance towards an advertiser's product and its competitors.

PRODUCTION—1. In an advertising agency, the department responsible for the mechanical production of an advertisement. 2. In broadcasting, the department responsible for proper broadcasting. 3. In publishing and printing, the department or person responsible for getting items printed.

PROGRAM ANALYZER—Any of the machines used to record continuously the reactions of broadcast listeners or viewers to an entire program delivered in a test situation.

PROGRAM CAMPAIGN—A broadcast campaign featuring a program rather than spot announcements.

PROGRAM COMPATABILITY—A mutually supporting atmosphere between a program and its advertising.

PROGRAM DEVELOPMENT—A network department that obtains new ideas for live or filmed shows and develops them into programs.

PROGRAM OPPOSITE—A simultaneously broadcast competing program.

PROGRAM PROFILE—The graphic presentation of the reactions of a group of program listeners or viewers participating in a test situation involving some type of program analyzer.

PROGRAM RATING—A program popularity rating.

PROGRAM STATION RATING—A rating based on the television homes located in the area in which a program was telecast which permits an unbiased comparison of different programs regardless of variation in the number of homes capable of receiving the two programs.

PROGRAMING, COUNTER—A technique used by the networks to regulate audience flow by offering a program of a different type from that broadcast by a strong competitor in the same time period.

PROGRESSIVE PROOFS—In process color printing, the printer's guide to the exact color effects desired. A plate is made for each basic color (red, yellow, blue, black). While the sequence may vary, red is combined with yellow, blue is combined with yellow, black is separately printed and finally all are combined to produce the final color effect. Proofs from these various stages are called **PROGRESSIVE PROOFS**.

PROJECTED AUDIENCE SIZE—In broadcast research, the number of viewers per set for a particular program multiplied by the *projected* rating.

PROJECTED RATING—The number of television homes in an area multiplied by the rating.

PROJECTION—1. In sampling, the extension of the sample data to the limits of its total population. Theoretically, this is possible in probability samples. 2. In psychology, the process by which a person attributes to others, characteristics which he consciously or unconsciously denies in himself.

PROJECTIVE TECHNIQUE—A term claimed by those in motivation research for an unstructured test, the purpose of which is hidden from the respondent, used to obtain information which would not be readily available by direct questioning, i.e., aspects of personality, attitude towards products, product usage.

PROOF—A trial impression taken at each stage of the printing process. There are:

Galley proofs (type only)

Revised galley proofs

Engraver's proofs (illustrations only)

Page proofs (type and illustrations)

Revised page proofs

Foundry proofs (if stereotypes or electrotypes are to be made)

Stone proofs (proof pulled on stone after form locked up, but prior to its going to press)

Press proofs (first sheet printed of all pages printed at one time)

Definitions of additional words beginning with "P" are given in August.—The Editor.

Media/trends

ONE MORE BENCH mark of the economic vigor of nations shored up by U. S. aid only a dozen years ago is the growing advertising effort emanating from some of those countries. Among the top 50 advertisers in international magazines during the first quarter of 1960, according to Rome Research, were 14 from England, four from Germany, and two each from Holland, Japan, and Italy. The U. S. had 22—eight fewer than among Rome's 1959 top 50. Total first-quarter spending in 50 leading international magazines by all advertisers was \$7 million—25 per cent greater than expenditures for the same 1959 quarter.

Pioneering in another direction is a magazine already "distributed throughout the world to their West Coast-bound passengers" by leading national and international airlines. After "polling a great number of agencies," *California and Western Visitor* has raised its agency commission to 20 per cent.

A reminder from Canada's *Marketing*, in view of advertiser interest in escaping television's fixed 20- and 60-second commercial lengths: Canada's new major market stations could (if they want to) break away from the strait-jacket format of quarter-, half-, and full-hour shows, and 20- and 60-second commercial segments between, by programming "by the evening." Present inflexibility, as *Marketing's* Dean Walker points out, is due only to the necessity of switching between network programs and those of many different local affiliates on cue. But even if and when

present plans jell for another Canadian network, comprising the new stations, they could beat the system by "exchanging programs in long blocks, rather than in individual half-hours."

There's always the possibility of a fourth U. S. TV network—educational, toll, or commercial—which could offer similar flexibility. National Telefilm Associates, in comments to the FCC on minimum separation standards for adjacent channel assignments, noted that single independent stations in

Chicago, Dallas-Fort Worth, Detroit, Minneapolis, Phoenix, St. Louis, San Francisco, and Washington garner from 10 to 20 per cent of the TV audience, while multiple independent stations in Los Angeles and New York attract 30 per cent of the viewers.

Trend to more unlisted telephone numbers continues, adding to headaches of researchers using telephone surveys. In New York City 11 per cent of telephones have unlisted numbers.

KOSA-TV LEADS 386 to 79*

KOSA-TV
KOSA-TV
KOSA-TV
KOSA-TV
KOSA-TV
KOSA-TV
KOSA-TV
KOSA-TV
KOSA-TV
KOSA-TV
KOSA-TV
KOSA-TV
KOSA-TV
KOSA-TV
KOSA-TV

LEADS IN 386 QUARTER-HOURS

STATION "B"
STATION "B"
STATION "B"

LEADS IN 79 QUARTER-HOURS

*KOSA-TV ODESSA-MIDLAND
LEADS IN TOTAL HOMES REACHED
IN 386 OUT OF 465 RATED QUARTER-HOURS
(ARB, MARCH 1960)



KOSA-TV
ODESSA-MIDLAND, TEXAS



TRAFFIC WORLD

is the weekly
newsmagazine of

TRANSPORTATION MANAGEMENT

in every industry and in
every mode of transportation
See our Service-Ad in SRDS

The **TV** Buy

KROD-TV KVII-TV KOSA-TV

EL PASO AMARILLO ODESSA-MIDLAND

DELIVERS 3 OF THE NATION'S
FASTEST-GROWING TV MARKETS

1950-1959*

Rank in Texas Rank in U.S.

Odessa-Midland	1st	13th
El Paso	2nd	14th
Amarillo	8th	39th

*Television, Feb. 1960

3 QUALITY STATIONS / 1 NATIONAL REPRESENTATIVE
QUALITY MARKETS / THE BOLLING COMPANY, INC.

Jack C. Vaughn, Chairman of the Board
Cecil L. Trigg, President
George C. Collie, Nat. Sales Mgr.



An open letter to those people interested in the movement of grocery merchandise

Among the
Operators
that sell
Family Circle
at their
checkouts:

Safeway Stores
Kroger Stores
American Stores (Acme Super
Markets, Nu-Way
Supermarkets)
National Tea (National Food
Stores, Miller Super Markets)
Food Fair Stores
Winn-Dixie Stores
First National Stores
Grand Union Stores
Colonial Stores
Jewel Tea (Eisner Grocery)
ACF-Wrigley Stores
Loblaws (Buffalo)
Loblaws Groceries
Stop & Shop (Mass.)
H. C. Bohack Stores
Red Owl Stores
Steinberg's, Ltd.
Lucky Stores (Cardinal, Big Bear,
Food Basket, Jim Dandy,
Hiram's)

Our local Divisions are
constantly seeking good
locations for new
stores. That is one
reason for your
circulation. Bob Magowan

ROBERT A. MAGOWAN
President
Safeway Stores, Inc.

P.K.:

Kroger finds advertising
in Family Circle
most effective.

JOSEPH B. HALL
President
The Kroger Co.

And we consider F.C.
of prime importance
in helping us to
increase our share
of sales.

PAUL J. CUPP
President
American Stores Co.

FAMILY CIRCLE MAGAZINE
26 WEST 46th STREET, NEW YORK 36, NEW YORK

PAUL H. K. LEBERMAN, Publisher

They use it as a
Handbook for
Shopping, too!

Dr. Ernest Drent... offers you an unusual opportunity to concentrate your advertising on
publication. It shows that:
Family Circle not for entertainment but

Market Basket Stores (Mass.)

Market Basket Stores (Mass.)

Shopping Bag Food Stores

Public Super Markets

The Market Basket (California)

Fox Markets

Dalich-Shopwell Markets

Furr's

Alpha Beta Food Markets
(Raisin Markets)

Food Giant Markets

J. S. Dillon & Sons Stores
(King Soopers)

Big Bear Stores

H. E. Butt Grocery

Food Mart (Worth Food Markets)

Elm Farm Foods

Fred Meyer

Dilbert Quality Super Markets
(Big Ben Markets)

Eagle Food Centers

Hinky Dinky Stores

A. J. Bayless Markets

Star Markets

Ralphs Grocery

Altman's Big Apple

Tradewell Stores

Associated Food Stores

H. G. Hill Stores

Weis Markets

Giant Eagle Markets

Hill Grocery Stores

King Kullen Grocery Stores

Almac's

Eberhard Foods

Dr. Ernest Dichter

publication. It shows that:

1. Housewives read Family Circle not for entertainment but as a handbook on homemaking.
2. These housewives identify themselves with Family Circle and believe in it implicitly.
3. This belief is transferred to the advertising pages. Over 40% of those interviewed volunteered the fact that they placed items on their shopping list directly as a result of reading Family Circle.

Because so many of their customers buy Family Circle, our distributors realize that it exerts a powerful influence on their sales. That is why Family Circle is the only woman's magazine displayed on the cash registers of their stores.

Well over half of Family Circle readers do not receive any of the other women's magazines and 60% do not receive the 3 weekly magazines. Thus if you believe that active supermarket shoppers are an important market for you, then Family Circle should be your primary medium for the movement of grocery merchandise.

Cordially,

Palmer K. Leberman

PKL:gc

P. S. I would be happy to send you a copy of the Dichter Report. Just write to me.

Our buyers pay particular attention to specialty products advertised in Family Circle—they know they will pay off at the cash register.

Joseph Seitz
JOSEPH SEITZ
President
Colonial Stores, Inc.

Is there any question about it?

Harley V. McNamara

HARLEY V. McNAMARA
President
National Tea Co.

The fact that more than a quarter of a million copies of your magazine are sold in our stores every month indicates that housewives have faith in Family Circle

Adrian
ADRIAN O'KEEFE
President
First National Stores Inc.

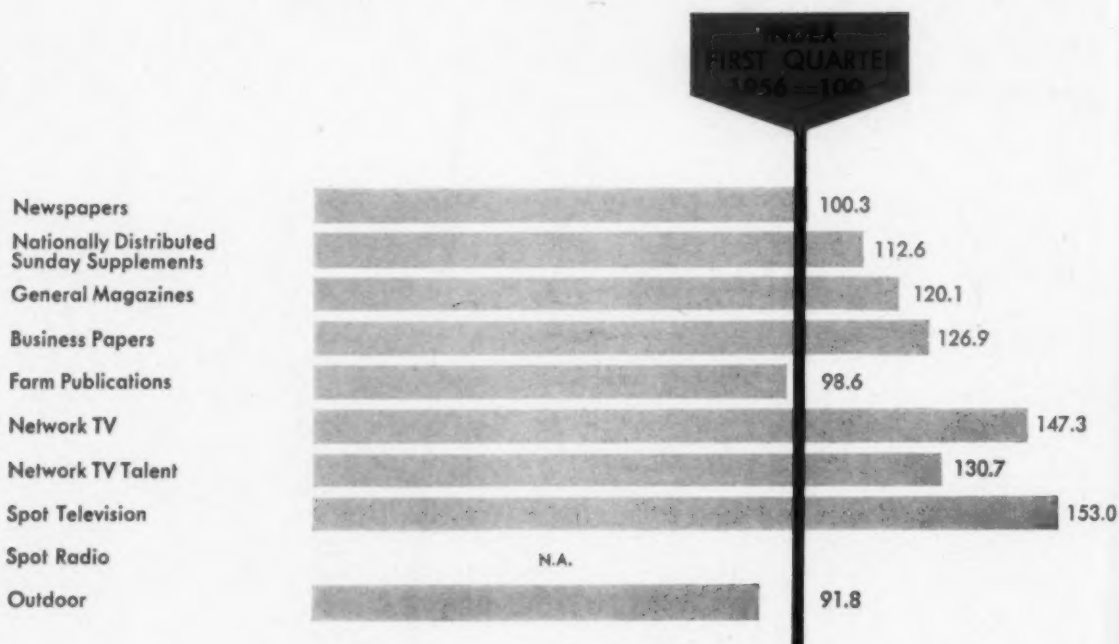
We have had a very fine experience with items featured in Family Circle

Bill Kent
WILLIAM J. KENT, JR.
President
H.C. Bohack, Inc.

NOTE: Publisher's estimate second quarter circulation average: 5,300,000
Publisher's forecast fourth quarter circulation average: 5,700,000

Record of National Advertising Expenditures

First Quarter 1960



first quarter	\$ Volume 1960	\$ Volume 1959
Newspapers	\$156,956,000	\$139,331,000*
Nationally Distributed Sunday Supplements	20,804,000	23,752,000
General Magazines	184,581,000	160,713,000
Business Papers	133,164,000	117,949,000*
Farm Publications	15,576,000	14,411,000
Network TV	171,843,000	156,520,000
Network TV Talent	106,715,000	109,264,000
Spot Television	167,981,000	151,414,000*
Spot Radio	N.A.	N.A.
Outdoor	23,700,000	22,266,000*

* = Revised since First Quarter 1959 Index

PER CENT CHANGE 1960 - 1959

+12.6
- 2.4
+14.8
+12.9
+ 8.1
+ 9.8
- 2.3
+10.9
N.A.
+ 6.4

Prepared exclusively for MEDIA/SCOPE by J. K. Lasser & Co. SOURCES: Newspapers: Media News; Magazines: Publishers Information Bureau; General Magazines: Publishers Information Bureau; Business Papers: J. K. Lasser & Co.; Farm Publications: Farm Publications Reports; Network Television: IAB; Television: IAB; Advertising: Spot Radio: Station Representatives Assn.; Outdoor: Advertising Inc.; Network TV talent and production: MEDIA/SCOPE.

Data on radio, direct mail, point-of-purchase, transportation, and other media not available quarterly on an adequate basis.

the importance of being helpful

Taken a close look at the vocabulary of media-buying lately?

It's growing fast . . . reflecting the refinements taking place in this complex art of buying time and space. But new technical terms are not enough in the search for better ways to invest Advertising's billions. Isn't the crux of the problem good communication—somehow seeing to it that every scrap of worthwhile media-buying information gets to the right people—at the right time? This is where the "importance of being helpful" and SRDS come into play.

For example, in the first four months of 1960, new media listed in SRDS editions totalled 221. This surprising total included listings for 57 new business publications, 25 consumer magazines, 16 daily newspapers, 95 new radio stations (55 AM station, 34 FM stations and 6 new combination buys), 3 television stations, 19 Canadian media, 11 new ABC Weekly-affiliate newspapers . . . representing more new "media-buys" for advertisers to evaluate, more opportunities to pinpoint paying customers.

Cost-cutter: SRDS cocks an eagle-eye for new ways to beat the spiraling cost of publishing—to pass on savings to SRDS users in the form of a constantly improved "buying directory". Case in point: starting with July or August issues, all SRDS editions will be machine-wrapped for mailing. Currently, books are shipped in cardboard cartons. Six bindery operators, using four hand operations, now process 600 SRDS copies an hour. With the new machine-wrap method, two operators will handle 3,000 books in the same time. The new package for SRDS is equally as strong as the present carton—double-laminated Kraft, nylon-reinforced at $\frac{1}{2}$ " intervals in three directions.

1 State vs. 9 Metro Markets: We think you will be interested in the thorough way the Des Moines Register is keeping buyers informed of the special values it claims. The Register extends influence into 70% of Iowa, 7th ranking U.S. market. As a state market, the newspaper vies with nine top metro markets. So, in current issues of the SRDS Newspaper edition, the Register makes sure of covering all bases to reach buyers with its message. Their $\frac{3}{8}$ -page Service-ad unit appears near their SRDS listing in the Iowa state section, a $\frac{1}{4}$ -page ad is located within the SRDS Metro Area Ranking Table and 1/6-page units are spotted alternate months within the nine metro market listing sections—New York, Chicago, Los Angeles, Philadelphia, Detroit, Boston, San Francisco, Pittsburgh and St. Louis.

Media-selling Strategy via Automation: Standard Rate's IBM punched-card equipment now tallies advertising lineage placed by station owners and publishers in the editorial trade press and in SRDS. To help sellers of media in their service promotion plans, advertising trade activity during 1959 has been tabulated and printed into five brochures entitled "Patterns of Media-selling Strategy". The five major media classes—business publications, consumer/farm publications, newspapers, spot radio and spot television—have been covered in separate reports. For special tabulations from these figures or copies of the reports, write Harvey Harkaway, SRDS Sales Division.

Also, SRDS Consumer Market Data, newspaper circulations by geographic areas and certain other related information on media and markets are recorded on punched cards. Sellers of media in need of detailed comparisons should contact Dr. Harold Alspaugh to discuss special tabulations.



More to come, next month, from

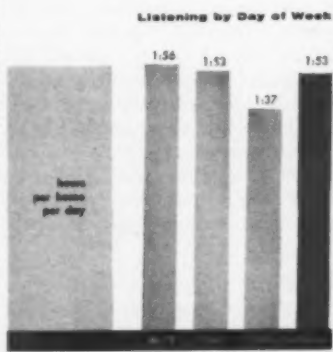
SRDS

Standard Rate & Data Service, Inc.

A. C. Nielsen Co. "Radio-60" and "Television-60" are two booklets of graphs showing for their respective media set ownership and home listening and viewing by hour and by sea-

Home Radio Listening

This winter, in-home listening through the week ranged from somewhat more than one and one-half hours on Sunday to almost two hours on the average weekday.



son, as well as hints on how an advertiser may profit from shrewd use of each. Each booklet includes data applying to its own medium only, such as auto listening for radio, and audience composition by program type for television.

Point-of-Purchase Advertising Institute. A new guide to sound business ethics in the field, "Modern Trade Practices in Planning, Development, Production, and Distribution of Point-of-Purchase Advertising Material," includes check lists of factors to consider in selecting a producer, information needed by the producer, and accepted industry contractual conditions, such as terms affecting shipments, billing, modifications, cancellations, ownership, and over- and under-runs.

Macfadden Publications. Interesting items from "Marketing Memo No. 60-4": Average hourly earnings in the iron and steel industry rose from \$1.70 in 1950 to \$3.08 in 1959, a jump of 81 per cent compared to the 24 per cent increase in the consumer price index during the period. Item: Of total first births among

mothers between 15 and 19, 67 per cent of the husbands were classified as "craftsmen, foremen, operatives, or kindred workers." Item: Popularity of new products depends on the "innovation-minded middle income family," according to the University of Michigan. "Families with incomes between \$4,000 and \$10,000 have been the style setters in such things as use of labor-saving household equipment, department store and super market shopping, vacation trips by car with stops at motels, and camping or fishing trips."

The Katz Agency, Inc., has published its "Spot TV Cost Summary No. 27," based on SRDS *Spot Television Rates and Data* of March 10, 1960. Summary gives market-by-market rates (based on station with highest one-time rate) for nighttime half-hours and 20-second announcements, and one-time, six-plan, and 12-plan rates for daytime one-minute and 20-second announcements and for late night minutes. Markets are listed in groups of 10 according to number of TV homes, and formulas are provided for estimating various spot TV combinations.

Richmond Times-Dispatch and News Leader. Results of a study of attitudes toward radio, television, and newspapers among Richmond adults indicates percentage of respondents who "like advertising," "usually note advertising," "believe in advertising,"

and who "get helpful information from advertising" in each medium. Results are given for each medium alone, and in combination with each of the other two.

Magazine Advertising Bureau. "The Profitable Difference" compares magazine and television exposure to household heads, classified by income, education, age, occupation, household

A STUDY OF THE MAGAZINE MARKET... its size, quality and buying

size, and city size, and relates degree of magazine and TV exposure to household expenditures for each of 18 "rapid-turnover products," and "durable goods and services." Study was conducted by Market Research Corporation of America through its National Consumer Panel.

Edward Petry and Co. delivered to some 60 advertisers, normally active during the summer, but not necessarily in spot radio, its "Make This the Hottest Summer in History." The 19-page presentation includes data showing that the "summer slump is only a myth" and that, while total

PERCENT OF ALL ADULTS WHO USUALLY NOTE ADVERTISING IN SPECIFIED MEDIA

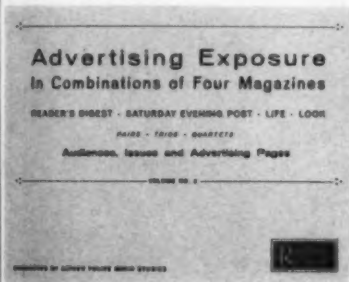
Accumulative Audience

MEDIUM	Combination	Percentage
		Accumulative Audience
RADIO	Alone	37%
	with Television	68%
	with Newspapers	89%
TELEVISION	Alone	60%
	with Radio	68%
	with Newspapers	93%
NEWSPAPERS	Alone	87%
	with Radio	89%
	with Television	93%

hours spent with other media may decline, "there's one thing people do more of—listening to radio." People on the move during summer, says the booklet, "are listening in more than 40 million cars, in 70 per cent of pleasure boats, and within 40 per cent of all groups at beaches, parks, and picnic grounds." Brochure includes details of special summer programs and promotions arranged by Petry-represented radio stations.

New York World-Telegram and Sun. An analysis of cigarette sales in the New York market gives information on all brands for a 27-months' period from January 1958 through March 1960. Study is based on purchase of more than one million cartons.

Reader's Digest. Volume II of "Advertising Exposure-Audience, Issues, and Advertising Pages" indicates net audience, issue exposure, and advertising page exposure of "all possible



combinations" of the *Digest*, *Life*, *Look*, and the *Saturday Evening Post*. Data in each case are classified by sex, income, socio-economic group, age, education, occupation, home tenure, city size, region, size of household, age of youngest child, and position in household of audience members. Other recent *Digest* reports are a listing of circulation by Nielsen A, B, C, and D counties, a circulation breakdown of its U. S. Western edition by state, county, city, and metropolitan area, and a market report on its Overseas Military Edition.

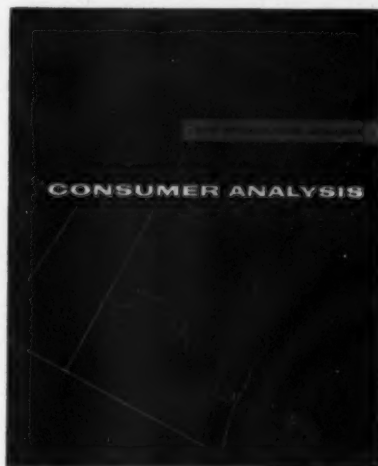
Avery-Knodel, Inc. "A Better Place to Reap Profits" describes the 38-county area surrounding Topeka, Kan., with 50,000 farms and 759

industries accounting for an annual pay roll "in excess of \$122 million." Report cites Topeka as home of plants run by Du Pont and Goodyear Tire and Rubber Co., as well as headquarters of the Fleming wholesale grocery organization, the Hy Klas Food Store Chain, and the Atchison, Topeka, and Santa Fe Railroad. Survey, made for WIBW-TV, includes share-of-audience and cost comparisons with other TV outlets, and data on the station's programming and merchandising facilities.

Batten, Barton, Durstine & Osborn's 79-page "The Bridal Market" predicts that number of marriages will increase rapidly beginning in 1965, "totaling close to 2.25 million." Each marriage, says the report, generates demand for some \$15,000 worth of products and services. Study breaks down this demand by product category, ranging from appliances and furniture to bedding and tableware, and includes a section on "the honeymoon market," showing average expenditure, relative popularity of each state as a honeymoon destination in 1958, 1965, and 1975.

The Milwaukee Journal's 1960 edition of "Consumer Analysis" is the first of its annual surveys to be made in consultation with the Advertising Research Foundation. Report covers products and brands in seven major categories: foods, soaps, toiletries, beverages, homes and appliances, automotive, and general. Three proba-

bility samples of more than 2,000 respondents each were drawn from the same universe under identical conditions. One was asked, "Do you buy (product in question)?" Second was asked, "Have you bought it within



past 30 days?" Third sample was asked, "Have you bought it within past seven days?" Percentage of families using each product according to the three different wordings is given, as well as projections to total Greater Milwaukee population. Consumer use and dealer distribution are shown for all brands down to one per cent consumer use. Report includes maps and tables on households by income, community growth, and data on shopping centers. A composite index shows subjects covered in past 10 years.

(Continued on next page)

WANT ANY OF THESE REPORTS?

If you want copies of any of these reports, fill in coupon and sent to Editor, MEDIA/SCOPE, 420 Lexington Ave., New York 17.

Name of Report(s): _____

Your Name and Title: _____

Company: _____

Address: _____

(Continued from previous page)

National Advertising Co. A survey of shopping center "pull" in relation to travel time indicates that 91 per cent of shoppers in the "10 minute zone of travel" patronize a given Chicago center that attracts 73 per cent of the persons in the "20 minute zone." Similar results for shopping centers in Tampa and Baldwin, Long Island, are the first from a continuing survey of consumer attitudes toward shopping centers, designed to "help the shopping center capitalize on its dependence on the automobile, the highway, and the consumer's freedom to shop where she wants to—not where she has to." Survey probes shoppers' age, income, education, and extent of center patronage by product category, as well as parking, number of persons per car, and extent of shopping after 6 P.M.

Printing Production asked paper merchant salesmen across the country, "Who buys paper in printing plants?" Results indicate that most influential job functions, in order of importance, are production heads, company officers, printing salesmen, and pressmen. Those salesmen considering production heads most influential sell more individually, more as a group, and more per account than other salesmen, says the report. Company officers, however, received greatest number of mentions among all respondents as "having an influence in paper purchases."

The Detroit Free Press surveyed local working women on buying of alcoholic beverages. Eleven per cent of the married women said they determine brand themselves, 28 per cent said their husbands decide, and 54 per cent called it a joint decision. Brand choice of whiskies and wines are classified by age, income, and marital status of respondents.

Electronic Industries. A four-color marketing map of the U. S. shows distribution of electronic plants by county, a breakdown of eight major metropolitan areas, distribution of plants and electronic engineers in major states, and color codes indicating number of plants by county. Map, delivered in a tube, is 52 by 33 inches. \$3.50 each. ■

TRENDS IN NATIONAL NEWSPAPER ADVERTISING

MAY and FIRST FIVE MONTHS 1960 vs 1959

	MAY vs		FIRST FIVE MONTHS vs	
	% Gain or Loss	% of Total	% Gain or Loss	% of Total
GENERAL				
Alcoholic Beverages	+7.3	9.8	+1.5	7.9
Foods	*	12.9	*	14.3
Baby Foods	*	0.4	*	0.3
Baking Products	*	1.6	*	1.7
Beverages	*	2.7	*	2.4
Cereals and Breakfast Foods	-39.6	0.2	-22.8	0.4
Condiments	+8.9	1.1	+7.5	1.0
Dairy Products	-39.4	1.3	-18.1	1.9
Frozen Foods	*	1.1	*	1.3
Meats and Fish	*	1.0	*	1.1
Industrial	-14.7	2.9	-21.1	2.4
Insurance	-8.1	1.6	+6.7	1.9
Medical	+10.4	1.9	-3.0	2.5
Public Utilities	+5.6	2.3	-4.2	2.5
Publishing and Media	*	7.1	*	8.4
Radio, TV and Phonographs	*	0.9	*	1.1
Sporting Goods, Cam. and Photo Suppl.	+35.5	1.6	+33.8	1.8
Tobacco	-12.6	3.7	-37.5	3.4
Toilet Requisites	+48.4	3.4	-29.4	3.2
Dentifrices	+60.5	0.3	+9.4	0.3
Men's Toiletries	*	0.7	*	0.8
Perfumes and Cosmetics	*	1.6	*	1.2
Toilet Soaps	-41.4	0.3	-46.8	0.2
Transportation	+4.9	9.7	+4.8	11.8
Airways	-2.0	5.8	+2.0	7.2
Bus Lines	+100.9	0.9	+67.2	0.6
Railroads	-7.2	1.2	-6.9	1.4
Steamships	+18.3	0.9	+4.1	1.1
Tours	+18.2	0.7	+23.1	0.9
Wearing Apparel	+3.1	1.1	+12.9	1.2
TOTAL GENERAL	+4.7	75.9	-2.9	75.7
AUTOMOTIVE				
Gasolines and Oils	+0.2	3.7	-19.7	2.8
Passenger Cars—New	-0.2	12.1	+20.4	15.4
Tires and Tubes	+17.6	1.9	+19.9	1.3
Trucks and Tractors	-48.1	0.3	-33.9	0.3
TOTAL AUTOMOTIVE	+8.0	24.1	+13.3	24.2
TOTAL GENERAL AND AUTOMOTIVE	+4.7	100.0	+0.6	100.0

* New or adjusted Classifications in 1960, no direct 1959 comparisons available.

Prepared exclusively for MEDIA/SCOPE by Media Records, Inc.

the proof of the pudding...



... is also in the reading. And Food Editor Janet Elliott (working here with executive chef John Kaufmann of Chicago's Drake Hotel) does a dedicated job of tracking down new food ideas and reporting them to food-conscious Institutions executives and their mass-feeding specialists. These include hospital dietitians, school food service officials, hotel/motel operators, restaurant and club managers and industrial caterers.

Every issue of INSTITUTIONS Magazine serves up generous portions of recipe and menu specialties from all over the world... ideas on how ingenuity can transform inexpensive food items into glamour dishes... how color tempts the appetite... how portion control saves dollars... how smart operators cash in on the diet craze and many other helpful food-planning features.

Ferretting out this kind of information means constant field work throughout the country and close contact with operators who are now serving over 132,000,000 meals daily in Institutions of all types and with food company test kitchens where new and improved products are constantly being perfected.

If your company is identified with food products... take advantage of this vital editorial coverage to strengthen that identity with an advertising program in INSTITUTIONS Magazine.

CALL US OR CONSULT YOUR ADVERTISING AGENCY



dynamic editorial performance



Institutions[®]

MAGAZINE OF MASS FEEDING/MASS HOUSING
1801 PRAIRIE AVE., CHICAGO 16, ILL.

VIDEOEX NATIONAL RATING ANALYSIS

May 1-May 7—Top Five Programs Daily*

SUNDAY

Show	Rating	Network	Sponsor
1. Ed Sullivan	27.9%	CBS	Eastman Kodak
2. Alfred Hitchcock.....	25.2	CBS	Bristol-Myers
3. Jack Benny	24.6	CBS	Lever Brothers
4. G. E. Theatre.....	24.1	CBS	General Electric
5. Dennis The Menace.....	23.7	CBS	Best Foods

MONDAY

1. Playhouse 90.....	28.3%	CBS	Allstate, American Gas Assn., R. J. Reynolds
2. Hall of Fame.....	27.2	NBC	Hallmark
3. Ann Sothorn.....	21.0	CBS	General Foods
4. Cheyenne	20.1	ABC	Procter & Gamble, Johnson & Johnson, Armour, American Chicle
5. Riverboat	19.0	NBC	Ford, Sterling Drug, Procter & Gamble

TUESDAY

1. Red Skelton.....	29.4%	CBS	S. C. Johnson
2. Garry Moore.....	24.9	CBS	S. C. Johnson, Pittsburgh Plate Glass
3. Tightrope	23.6	CBS	American Tobacco
4. Wyatt Earp.....	22.7	ABC	General Mills
5. Dobie Gillis.....	20.6	CBS	Pillsbury

WEDNESDAY

1. Wagon Train.....	31.9%	NBC	Nabisco, R. J. Reynolds
2. Price Is Right.....	27.0	NBC	Lever Brothers
3. Perry Como.....	23.8	NBC	Kraft
4. U. S. Steel Hour.....	22.8	CBS	U. S. Steel
5. Hawaiian Eye.....	21.2	ABC	American Chicle, Whitehall, Carter

THURSDAY

1. The Real McCoys.....	28.4%	ABC	Procter & Gamble
2. The Untouchables.....	27.7	ABC	Colgate, Carnation, Ritchie, Liggett & Myers, Armour
3. Zane Grey Theatre.....	22.3	CBS	General Foods
4. Sid Caesar.....	21.2	CBS	Revlon
5. Bat Masterson.....	19.5	NBC	Sealtest

FRIDAY

1. 77 Sunset Strip.....	26.3%	ABC	American Chicle, Whitehall, Ritchie
2. Art Carney.....	23.6	NBC	United Motors
3. Arthur Godfrey Special.....	23.1	CBS	Greyhound, Sara Lee
4. Twilight Zone	22.9	CBS	Kimberly-Clark
5. Royal Wedding.....	19.1	NBC	Frigidaire

SATURDAY

1. Gunsmoke	35.1%	CBS	Remington Rand
2. Phil Silvers Special.....	29.8	CBS	Carling Brewing
3. Perry Mason.....	27.5	CBS	Parliaments, Sterling Drug, Gulf Oil, Hamm Brewing
4. Wanted Dead or Alive.....	24.6	CBS	Brown & Williamson
5. Lawrence Welk.....	20.3	ABC	Dodge

*—Figures indicate percentage of all TV homes viewing program in question at its time period in market areas covered.

NEW RESEARCH SERVICES

A number of research firms are offering new services. New features of Alfred Politz' Universal Marketing Research (which replaces the National Field Service) is Universal Omnibus. This is a series of regularly scheduled surveys, each of which accommodates many clients. Each client pays only for his own share of the questions asked of a national probability sample of 3,000.

Another series of surveys in which clients share costs—this one covering Canada on a semi-monthly basis—is offered by Blankenship, Gruneau Research Limited. "Consumer Data Service" involves waves of 1,000 personal interviews conducted with different persons in different households with each wave representing "an accurate cross section of the Canadian population." Data may be obtained for any population sub-group.

In another Canadian development subscribers to the Readership Service of Daniel Starch (Canada) Limited are now eligible to subscribe to the Starch Ad-File Rental Library. Library contains all advertisements appearing in Starch-studied magazines since 1957, organized chronologically and by product.

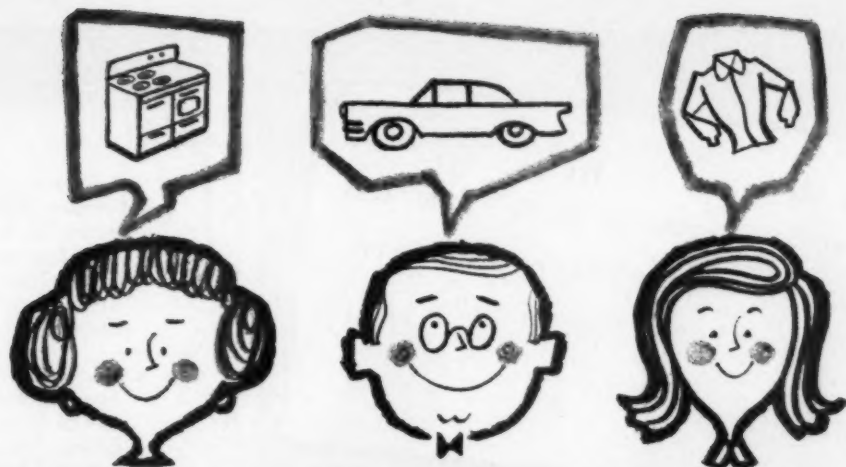
N. C. Rorabaugh Co. now includes estimated gross spot TV time expenditures for all advertisers and brands in its quarterly "Rorabaugh Report on Spot Television Advertising." New feature appears for the first time in the issue covering the first quarter of 1960.

FOR HARRIED EXECUTIVES

Objective of *M Report*, new eight-page weekly digest published by Robert Bragarnick's Bragley Publishing Company, is to "flag down and digest significant marketing information distilled from key business magazines and newspapers covering marketing advertising, and sales."

MAGAZONES IN EVERY ISSUE

Magazone insertions will be available in every issue of *Look*, beginning with the issue of January 3, 1960. Regional buys, covering any one of more of eight standard marketing zones, are presently limited to alternate issues. Up to May, some 13 advertisers had already placed more than 1,000 zone insertions this year.



HOW TO CREATE DESIRES



BY THE MILLIONS!

You're sure to create strong action-producing desires by the millions and tap the enormous buying power of the families of New York, Chicago and Philadelphia, when your convincing sales message is delivered by the 3 top markets' most popular weekly reading habit — **FIRST 3 MARKETS GROUP** magazines.

By thus concentrating a realistic part of your advertising effort on these 3 outstanding urban sales centers your ad will receive the power-

ful added stimulus of the finest Rotogravure or Colorgravure reproduction in the **FIRST** Sections of the **FIRST 3** Cities assuring maximum package and product **EYE** identification. In New York, Chicago and Philadelphia — which account for 19% of Total U. S. Effective Buying Income and where family coverage of General Magazines, Syndicated Sunday Supplements, Radio and TV thins out — *there is no substitute*

for **FIRST 3 MARKETS'** dominant 55% **COVERAGE** of all families.

In addition, busy cash registers in the six states adjacent to the 3 markets ring up 29¢ out of every U. S. Retail Sales \$1.00. **FIRST 3 MARKETS GROUP** concentrates the bulk of over 5½ million circulation within these six states to deliver 40% **COVERAGE** of the families.

To make your advertising sell *more where more is sold* ... it's **FIRST 3 FIRST!**

THE GROUP WITH THE SUNDAY PUNCH



New York Sunday News Coloroto Magazine
Chicago Sunday Tribune Magazine
Philadelphia Sunday Inquirer "Today" Magazine

New York 17, N.Y., News Building, 220 East 42nd Street, Murray BU 7-4334 • Chicago 11, Ill., Tribune Tower, 435 North Dearborn 7-6843 • San Francisco 4, Calif., 135 Montgomery Street, BR 1-7346 • Los Angeles 5, Calif., 5400 Wilshire Boulevard, WH 3-3337

July Media/scope, July 1960

How do farmers with
100 and more pigs rate the farm
publications they see?

● Important basic facts revealed in
new McCann-Erickson Study. READY SOON!

MIDWEST UNIT *Farm Papers*



HOW MANY MARKETS* FOR INDUSTRIAL ADHESIVES CAN YOU SEE IN THIS PICTURE?



You can reach them all as a single great market in Adhesives Age

There are adhesives in practically every product you see these days. And great and growing sales opportunities throughout American industry for those who sell adhesives or adhesive products—or the materials, machinery, equipment, supplies and services used to make, ship, store or apply adhesives! Ask your A/A representative for the facts about this multi-million dollar market—

and about the magazine that gets to the men who can put your products to work in the products of thousands of companies in over 40 major adhesives-consuming industries.

* You should be able to see at least 9 profitable markets in the photo: luggage, shoes, hats, apparel, the cigarette and candy packages, magazines, jewelry, railroad cars and building.

PALMERTON PUBLISHING CO., INC., 101 W. 31st STREET, NEW YORK 1, N. Y.

Media/dates

JULY

- 10-13: Newspaper Advertising Executives Assn., St. Francis Hotel, San Francisco.
- 11-15: First International Congress of Outdoor Advertising, Royal York Hotel, Toronto, Canada.

24-

- Aug. 5: Advertising Federation of America, Management Seminar in Advertising and Marketing, Harvard Business School, Cambridge.

AUG.

- 2-5: Workshop on Creativity in Advertising, Palmer House, Chicago.

SEPT.

- 2-4: West Virginia Broadcasters Assn., The Greenbrier, White Sulphur Springs, W. Va.
- 16-19: Mail Advertising Service Assn., Sheraton-Cadillac Hotel, Detroit.
- 21-23: Life Advertisers Assn., Essex House, N. Y.
- 22-24: Advertising Federation of America, Little Rock, Ark.
- 28: Assn. of National Advertisers, Management Workshop, Ambassador Hotel, Chicago.

OCT.

- 4-5: Advertising Research Foundation, Hotel Commodore, N. Y.
- 9-13: Direct Mail Advertising Assn., Americana Hotel, Boston Harbour, Florida.
- 12-15: National Newspaper Promotion Assn., Phoenix Hotel, Lexington, Ky.
- 12-15: Affiliated Advertising Agencies Network, Mountain Shadows Resort, Phoenix.
- 13-14: National Association of Broadcasters, The Biltmore, Atlanta, Ga.
- 16-18: Inland Daily Press Assn., Drake Hotel, Chicago.
- 17-18: Boston Conference on Distribution, Hotel Statler, Hilton, Boston.
- 17-18: Agricultural Publishers Assn., Advertising Club, New York.
- 18-19: National Assn. of Broadcasters, Sheraton-Dallas Hotel, Dallas.
- 19-21: Audit Bureau of Circulations, Biltmore Hotel, New York.

Young Chicago
loves to buy...



...the Chicago
Sun-Times

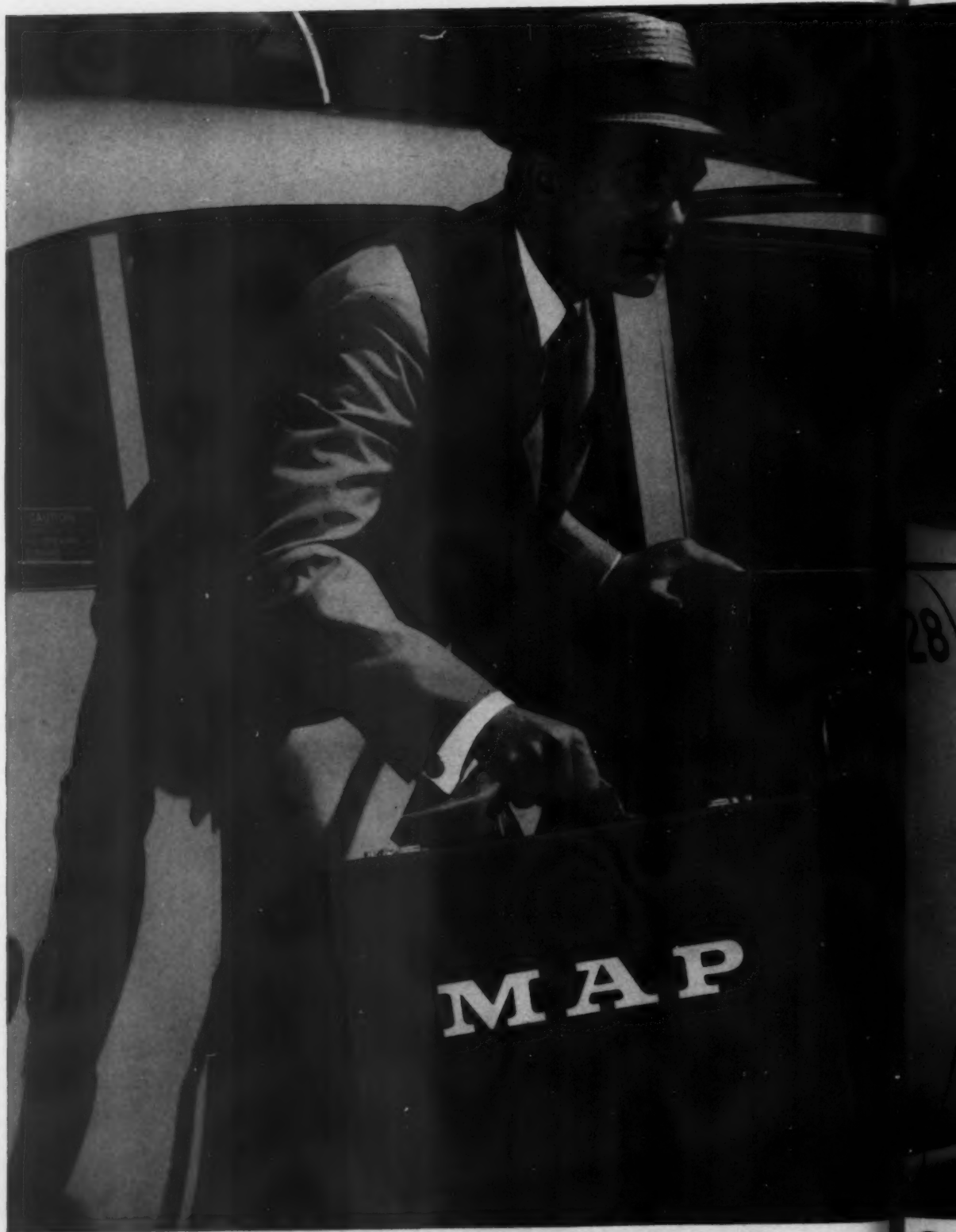
Q. Which families buy the most?

A. The young families, of course.

Q. Where can you reach them most effectively?

A. In the Chicago Sun-Times—more than half
 its readers are men and women 35 and under!

Send for your copy of the 1960 Chicago Consumer Analysis. Now available.



CHILTON'S MARKETING

How Chilton's M-A-P helps you pinpoint the **RIGHT PROSPECTS**

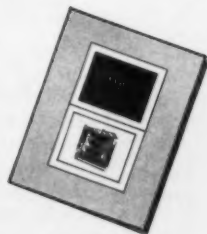
As businesses grow, your salesmen find it increasingly tough to predetermine where the real responsibility for buying lies. Key personnel may have been moved up or out. Sometimes, the true prospect is being bypassed altogether.

M-A-P—Chilton's recently announced Marketing Assistance Program—helps you identify those buying targets. Chilton's files are constantly being replenished with up-to-the-minute data on the fields covered by its 18 publications. Plants and businesses can be broken down for you according to size and volume of purchasing. You get the data you need to help locate the true buying-specifying team. Function and responsibility of buyers—for some industries even the time and frequency of purchases—are authoritatively labelled.

This is just a part of what Chilton's Marketing Assistance Program can do for you. It also offers a wealth of direct-mail lists, research reports and profiles, decks of IBM and Univac cards, trade analyses, case histories, and other special studies. The book shown here describes M-A-P in detail. Write for it today or contact your Chilton representative.

Chilton
COMPANY

Chestnut and 56th Streets • Philadelphia 39, Pa.



Department Store Economist • Hardware Age • The Spectator • Automotive Industries
Boot and Shoe Recorder • Gas • Motor Age • Commercial Car Journal • Butane-Propane News
Electronic Industries • Aircraft & Missiles • The Iron Age • Optical Journal • Hardware World
Jewelers' Circular-Keystone • Distribution Age • Product Design & Development
Food Engineering • Chilton Research Services • Business, Technical and Educational Books

ASSISTANCE PROGRAM



There are MORE of us now

If preliminary census figures stand up, Ann Arbor's current population now is 66,779. Since the 1950 population count here, we have added 18,528 more people, an increase of 38 per cent. Yes, there are a lot more of us now.

The Ann Arbor News market area—roughly Washtenaw County, of which Ann Arbor is the county seat—is much more populous, too. The county's population rose from 134,606 to 171,278 between census counts, a gain of 36,672.

The Ann Arbor News has kept pace with this growth. In the decade ending in 1959, total circulation increased 43 per cent, jumping from 19,269 to 27,548. (Current daily net paid circulation is 29,168.)

This makes it more apparent than ever: if you have a message for consumers in Ann Arbor, one of the state's wealthiest markets, you can be certain of reaching them with a schedule in this one dominant medium.

Better see a Booth representative today.



THE ANN ARBOR NEWS

NATIONAL REPRESENTATIVES: A. H. Kuch, 110 E. 42nd Street, New York 17, MUrray Hill 2-4760 • Shelton B. Newman, 435 N. Michigan Ave., Chicago 11, SUperior 7-4680 • Brice McQuillin, 785 Market St., San Francisco 3, SUtter 1-3401 • William Shurtliff, 1612 Ford Bldg., Detroit 26, WOODward 1-0977

A Booth Michigan Newspaper

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Source:

Media/scope

Media/scope's

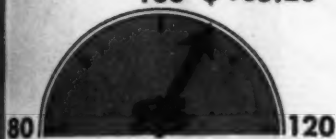
Advertising Cost Index

Reported by Media/scope's Research Department

Ad Rate Changes:

May 1959 to May 1960

100 \$105.28



Business Publications

For each \$100 the advertiser had invested in business publication display advertising space in May 1959, he had to add an additional \$5.28 to duplicate the identical schedule in May 1960. During this same 12-months' period circulation rose 2 per cent and cost-per-thousand rose 3 per cent.

100 \$107.26



Consumer Magazines

In order to repeat an advertising schedule of May 1959 in a group of typical consumer magazines in May 1960, the advertiser had to invest \$107.26 for every \$100 spent the year earlier. Circulation rose 4 per cent and cost-per-thousand increased 3 per cent over the May 1959 levels.

100 \$102.67



Daily Newspapers

Daily newspapers' national advertising display rates were 2.67 per cent higher in May 1960 than in May 1959. Newspaper circulation, which has remained fairly steady during the past decade, rose 1 per cent between May 1959 and May 1960, while cost-per-million went up 1.5 per cent.

100 \$105.10



Spot Radio

The advertiser using a typical schedule in spot radio had to increase his allocation for time charges \$5.10 in May 1960 for every \$100 spent a year earlier. This compares with an increase of only one-fifth of one per cent between May 1958 and May 1959.

100



Spot Television

Published spot television rates have shown the greatest increase over the previous 12 months of any of the five media types presented. In May 1960 spot television registered a 10.85 per cent increase over the level of May 1959. This was about the same rise between May 1958 and May 1959.

Note: in all meters \$100 = unit cost for May 1959

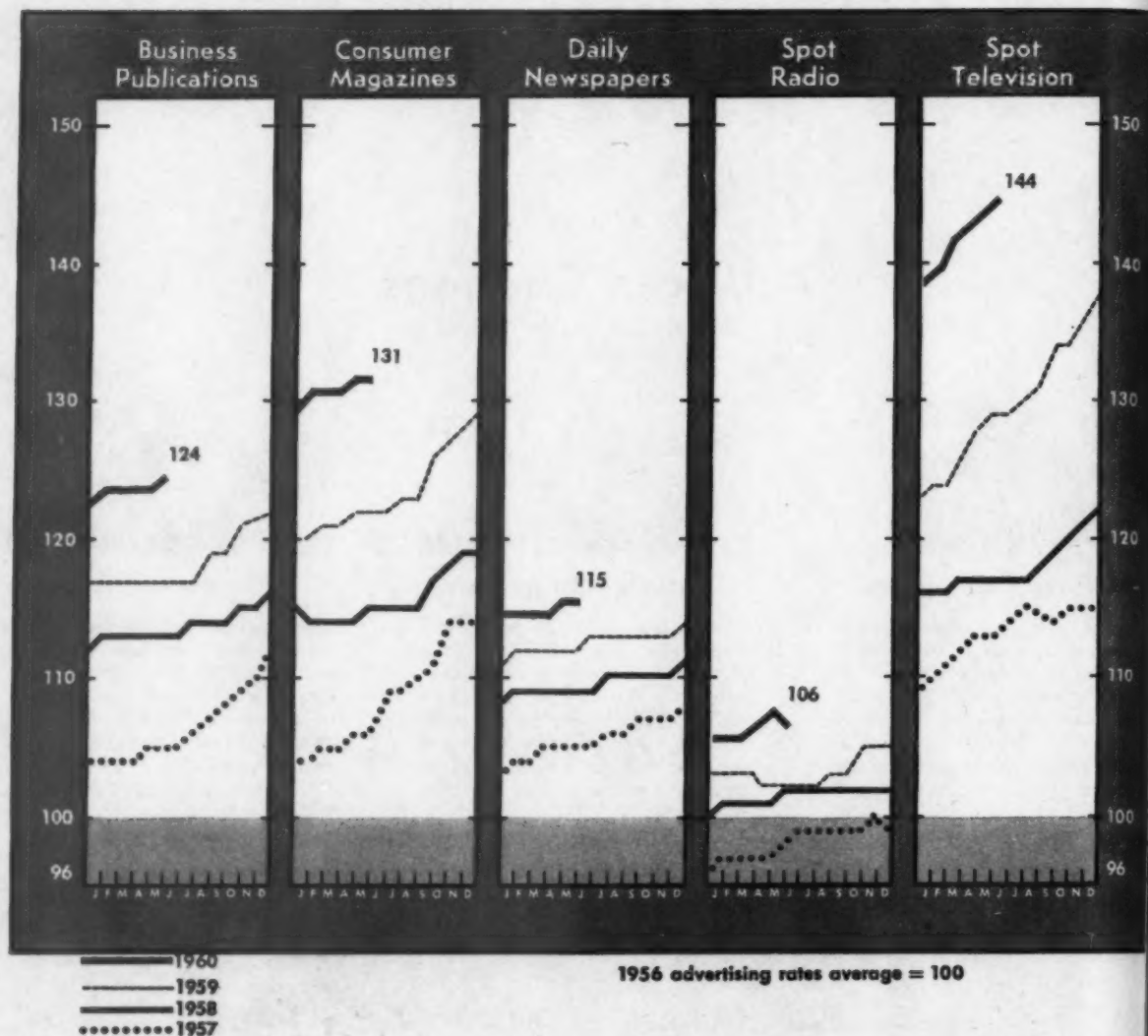
Source: Standard Rate & Data Service, Inc.

Charts and meters may not be reproduced without written permission.

Media/scope, July 1960

Ad Rate Indexes:

Long-term Trends



Business Publications

Since the 1956 base period through May 1960, business publications as a group have held the general increase in cost-per-thousand circulation to less than 9 per cent. Basic black-and-white page rates rose 24 per cent during these past four years, and total circulation increased 14 per cent.

Consumer Magazines

Consumer magazine basic black-and-white page rates have risen almost one-third since the 1956 base year. Total circulation has also experienced a substantial increase—14 per cent. Together, the increase in page cost and in circulation has resulted in a 14 per cent rise in cost-per-thousand.

Daily Newspapers

Daily newspaper national display rates have risen less than have advertising rates of other print media between

the 1956 base period and May 1960. Daily newspaper line rates rose 15 per cent. At the same time circulation went up about 1 per cent, while cost-per-thousand circulation rose 14 per cent.

Spot Radio

The growth in spot radio time charges has leveled off during the three-months' period which ended in May 1960 at 6 per cent above the average of the 1956 base year. Spot radio time costs have shown a greater growth during the past year than they have had during the entire time since the 1956 base year.

Spot Television

Spot television rates continue climbing upwards. By May 1960 they reached a point 44 per cent above the 1956 average. During the past two years spot television rates have demonstrated a spectacular rise, after having almost leveled off between mid 1957 and mid 1958.



"The Sound of Music over the City of Angels"

ON THE ALL NEW

KGBS Los Angeles

**50,000
WATTS**

THE NEW KGBS: now covers all the Southern California market with ten times the power... delivers more buying families per dollar invested than any other station in Los Angeles! Now call letters to match KGBStyle programming: smooth, familiar music balanced by news reports, weather and traffic briefs... every word creatively scripted, tastefully delivered! Still holds the same "action" spot at the center of the dial — 1020 — now attracting more attention than ever with one of the largest audience promotion campaigns Los Angeles has ever seen. National Sales Representative: Peters, Griffin, Woodward, Inc., in Los Angeles: Dale Peterson, DUnkirk 8-2345 — KGBS, 338 S. Western Avenue, Los Angeles 5, California. Another Great Storer Station... in Los Angeles.

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PROMOTIONS AND PRESENTATIONS



Better Homes & Gardens' advertisers can tie in with the magazine's Idea Center Program, offering building material dealers a continuing promotion to "provide his customers with a central point of reference for building and remodeling ideas." First Idea Kits, mailed to dealers next month, include merchandising aids, a subscription to BH&G, a portfolio of home improvement ideas, five Idea Annuals, three books, 13 "how-to-do-it" booklets, a permanent display rack to show off this literature, and dealer listings in four BH&G issues a year, as well as eight seasonal idea kits, mailed out during the year. Package price to the 1,000 or more dealers expected to participate is \$149.50, plus, among other obligations, placing tie-in advertising in local media.

Picture at top shows preview of Idea Center in Chicago, with (left to right): Joe Eves, vice president, Meredith Publishing; Earl Hudland, merchandising manager, Masonite; John McDonald, chairman of the board, The Buchen Co.; Jim Hurley, advertising manager, Masonite; and Karl Van, vice president and director of advertising, Meredith. Similar preview was also held in New York.

CBUT, Vancouver. Market data from the Canadian Broadcasting Corporation report that the people of British Columbia, Canada's third largest industrial area, have personal disposable incomes 17 per cent above the Canadian national average. The bulk of its population lives in CBUT's coverage area. Brochure points up the station's live television programing,

and includes data on local weather, employment, retail outlets, radio stations, and daily newspapers. A CBC cost-per-thousand calculating wheel is also available. It permits buyers to dial audience size, and come up with corresponding costs. Reverse side converts net to gross commissionable figures.

McCall's. Delegates to the third National Congress on Better Living voiced desires for homes providing more privacy, more individuality in exterior design, and the ability to "at least outlast the mortgage." The homemakers, from all parts of the U. S., spent five hours at the Washington conference discussing all aspects of the homes they would like to own.

John Blair & Company. Five top radio commercials in Blair's winter survey were produced for Clark Gasoline, Wrigley Doublemint Gum, Kaiser Foil, L&M Cigarettes, and Nescafe. Pulse asked some 1,500 consumers in five major markets: "Which radio commercial heard during the past week impressed you most favorably?" Among the five winners, three included musical segments, and two featured humorous dialogue. All used "decisive" frequency.

Life's stop motion presentation, "The Dialogue of Life," dramatizes *Life's* role as the "intermediary between the people and their leaders." As *Life* sees it, this role is to serve our democratic society as a two-way channel of communication to bring the issues of our time to its readers,

while giving our public servants the temper of the public mind by showing people's attitudes toward today's problems. The 18-minute, large screen presentation is being shown to advertiser and agency executives in 12 major cities.

McGraw-Hill. A 16-page booklet "Quick Facts about McGraw-Hill" lists its 41 publications, and includes data on editorial, advertising, and circulation operations, as well as descriptions of its census and economic departments, its Book Company, and facilities for company promotion, direct mail, and research. Among other services described or listed are sales information, space checking, market and media data, Ad-Merchandising statistical reports, and Trade Consulting Service.

WBZ-TV, Boston. A four-month science competition among some 500 eighth-grade students in 40 schools has turned up a "Massachusetts Junior Science Champion." Among other prizes, he receives a scholarship to Lowell Technological Institute. State-wide science quiz was a feature of station's Saturday program, "Science Countdown 1960."

Direct Mail Advertising Association. Entries close August 1 for the 1960 Mail Leaders Contest. It gives classifications for this year in Automotive, Pharmaceutical, Industrial Products, Consumer Products, Public Service, Financial, Sales, Communications, and Groups and Personal Services.

Popular Photography. Some 1,000 U. S. camera stores and travel agencies are distributing 25,000 booklets supplying photographic hints for vacationers. Booklet, written by the magazine's editors, ties in with the May issue, devoted to travel and vacation picture-taking.

The American Home. At least 1490 stores of eight super markets are participating in this year's "Cook-out U. S. A." promotion. Stores display *American Home* products, or purchase material, distributed by Curtis' 500-man field force, featuring store name and products advertised in the magazine. New York kickoff for the event was a June barbecue

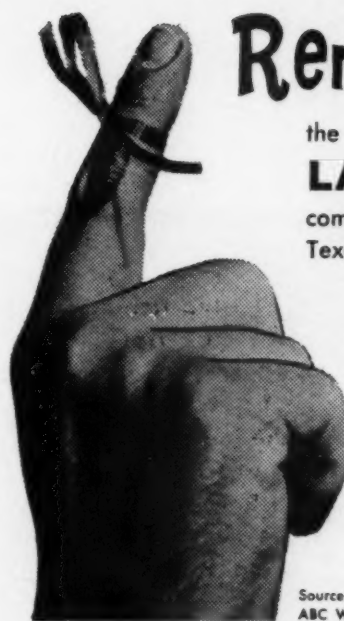
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Rockefeller Center for some 200 advertising, food, and chain store executives. July issue is devoted to the cook-out theme.

Television Bureau of Advertising. "The Woman in Your Life" points up women's daytime viewing habits, buying power, and influence on household purchases. According to the 39-page report, women watch 1.2 quarter-hours of daytime TV fare on the average weekday, and 50 per cent of all U. S. women see television from 6 A.M. to 6 P.M., Monday through Friday. Data include the feminine daytime audience of various network and local program types, and give percentage of TV homes viewing daytime TV by age of housewife and family size. Report also cites daytime availability of both spots and network programs, and discusses television in relation to motivation to buy, brand name registration, purchase decisions, and emotional involvement.

Ladies' Home Journal has combined film, slides, and live commentary to impress advertising decision-makers with its ability to build personal involvement with its readers. "A Man's Guide to Women" uses children from the *Journal* to illustrate how deeply and emotionally the magazine involves women by concentrating on their major interests. By August, the show will have visited 25 cities.

Look. Retailers and wholesalers may now tie in promotion of their own featured products with that of *Look* advertised brands through "Circular Power"—a tailor-made service based on two eight-page tabloid circulars each month. Super markets that take the service receive advance layouts for circulars and reproductions of *Look* advertisements. Retailers select those they want reproduced in their circular of the month, and list any other 82 products, including perishables, they wish to feature. Prices may be phoned in up to 48 hours before deadline. With every 1,000 copies ordered (at 2.5 cents each, or less per copy for larger quantities) retailers also receive 21-piece promotion kits, including point-of-purchase items, newspaper mats, and radio spot copy, all tied to the two monthly themes.



Remember..

the newspaper with the
LARGEST
combined daily circulation in
Texas (250,323) and the

LOWEST
milline rate (\$2.54) of
any other paper in Fort
Worth, Dallas, Houston
and San Antonio
... is STILL the

FORT WORTH
STAR-TELEGRAM

Source: SRDS April 15, 1960,
ABC White Audit 3/31/59.

FORT WORTH STAR-TELEGRAM

Amos G. Carter, Jr., Pres. & Nat'l Advertising Director
Ralph B. Bay, Nat'l Advertising Manager

LARGEST COMBINED DAILY CIRCULATION IN TEXAS

without the use of schemes, premiums or contests
"Just a good newspaper"



LITTLE ROCK

The Facts Stated Simply:

We feel the Arkansas Gazette is fully justified in asking that you and your associates study, discuss and consider carefully the placing of National Advertising schedules in Little Rock. We make a further suggestion that this is one of the times in this country when some of the normal yardsticks applied bear very deep examination.

The Arkansas Gazette is one of the outstanding newspapers of the country and the South from a publication standpoint, maintaining substantial leadership in news and editorial content.

The Arkansas Gazette is not only maintaining advertising leadership, but does so in nearly all the important major areas—see Media Records.

Because the Little Rock problem is so readily recognizable as having no modern-day parallel, we sincerely suggest and urge you and your associates to continue to place your national advertising schedules in the Arkansas Gazette.

Oldest Newspaper West of the Mississippi — Established 1819

Arkansas Gazette

Represented Nationally by The John Budd Company

"Action speaks loudest!"

Speaking of sales... nothing speaks clearer than high-speed television action. And CBS Films has three of the fastest-moving action shows in all syndication:

NAVY LOG... the U.S. Navy at war and in peace, in 102 half-hours of adventure on the high seas. A favorite on network television for three years, *Navy Log* is repeating that success in scores of markets coast-to-coast.

THE GRAY GHOST... the daring deeds of Colonel John S. Mosby (of Mosby's Raiders), and the ideal action show to tie-in with the forthcoming Civil War Centennial celebrations. Stars Tod Andrews in 39 half-hours.

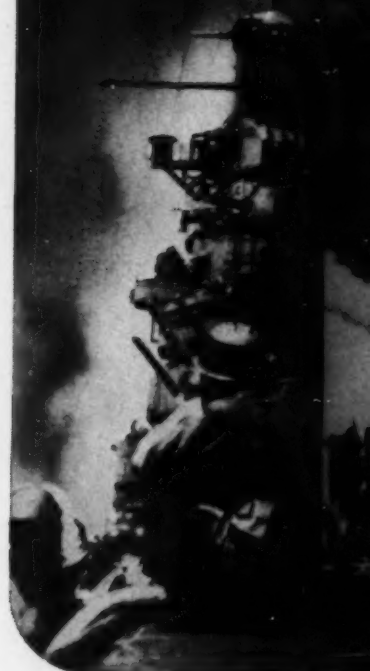
U.S. BORDER PATROL... the adventures of the nation's most mobile law-enforcement agency, battling crime on land, sea and in the air, along 6,000 miles of United States border. Richard Webb stars in 39 half-hours.

Want to turn up sales volume? Let one of these action-charged series do the talking for you.

CBS FILMS

"... the best film programs for all stations"

New York, Chicago, Los Angeles, Detroit, Boston, St. Louis,
San Francisco, Dallas, Atlanta. Canada: S.W. Caldwell Ltd.





Traffic World

is
the weekly
newsmagazine
of
transportation
management*
in every industry
and in every mode
of transportation

*
the men who set transportation policies in their own organizations and collectively form the national transportation policy—industrial traffic managers, carrier executives, port authority traffic executives, public warehousemen, educators, government and military officials, transportation attorneys, chamber of commerce officials.

See our Service-Ad
in SRDS Class. 148

PERSONNEL CHANGES

NAME <i>Agencies</i>	FORMER COMPANY AND POSITION	NEW COMPANY AND POSITION
William W. Belcher.....	McCann-Erickson, Los Angeles, Assoc. Media Dir.	McCann-Erickson, Los Angeles, Media Dir.
Mary Crisafulli.....	Grant Advertising, Inc., Chicago, Radio, TV Time Buyer	Clinton E. Frank, Inc., Chicago, Radio, TV Time Buyer
Lee Currin.....	Benton & Bowles, Inc., Assoc. Media Dir.	Benton & Bowles, Inc., V. P., Assoc. Media Dir.
Abbott Davis.....	Lennen & Newell, N. Y., Asst. Media Dir.	Fitzgerald Advertising Agency, Inc., New Orleans, Broadcast Media Dir.
Arthur E. Earley.....	Meldrum & Fewsmith, Inc., Mktg. Services Dir.	Meldrum & Fewsmith, Inc., V. P., Mktg. Services
Charles W. Haines, Jr.....	Gardner Advertising Co., Media Asst.	Krupnick & Associates, St. Louis, Media Mgr.
Edwin G. Koehler.....	Batten, Barton, Durstine & Osborn, Inc., Media Group Supervisor	Batten, Barton, Durstine & Osborn, Inc., Assoc. Media Dir.
Samuel Leddy.....	Compton Advertising, Inc., Senior Space Buyer	Lambert & Feasley, Inc., Group Media Supervisor
Ronald T. Levy.....	Gardner Advertising Co., St. Louis, Resch. Supv.	Gardner Advertising Co., St. Louis, Media Resch. Supv.
Alice Lewis.....	Timberline Lodge, Ore., Publicity Dir.	Dawson & Turner, Inc., Portland, Ore., Print Media Buyer
Jack Barton Low.....	Fuller & Smith & Ross, Inc., Traffic Coordinator	Fuller & Smith & Ross, Inc., Asst. Media Buyer
Kenneth G. Manuel.....	D. P. Brother & Co., Detroit, Senior V. P.	D. P. Brother & Co., Detroit, President
Harold Miller.....	Benton & Bowles, Inc., V. P., Assoc. Media Dir.	Benton & Bowles, Inc., V. P., Assoc. Media Dir.
Samuel Novenstern.....	NBC TV Network, Sales Development Representative	North Advertising, Inc., N. Y., Media Dir.
Elaine Pappas.....	North Advertising, Inc., Chicago, Media Buyer	North Advertising, Inc., Chicago, Media Supervisor
Elliott Plowe.....	Grant Advertising, Inc., N. Y., Senior V. P.	Grant Advertising, Inc., President
Joan Rutman.....	Grey Advertising Agency, N. Y., Media Group Supv.	McCann-Marschalk Company, Cleveland, Media Dir.
Harold Tillson.....	Leo Burnett Company, Inc., Media Group Supv.	Leo Burnett Company, Inc., Mgr., Media Dept.
Raymond F. Wiemer.....	Building Products, Assoc. Editor	Penn & Hamaker, Inc., Cleveland, Media Dir.
George Wilcox.....	Leo Burnett Company, Inc., Assoc. Media Supv.	Leo Burnett Company, Inc., Media Group Supv.
R. Glenn Wilmouth.....	Dancer-Fitzgerald-Sample, Inc., Media Supv.	Dancer-Fitzgerald-Sample, Inc., Assoc. Media Dir.
Robert A. Wulforth.....	Dancer-Fitzgerald-Sample, Inc., Assoc. Media Dir.	Needham, Louis and Brorby, Inc., V. P., Dir. of Media and Resch.
Alban Yagley.....	Grant Advertising, Detroit, Media Dir.	Kenyon & Eckhardt, Detroit, Media Supv.
Advertisers		
Gordon Ellis.....	Pet Milk Company, St. Louis, V. P. Mktg., Food Products Div.	Pet Milk Company, St. Louis, Exec. V. P., Gen. Mgr., Food Products Div.
Stanley C. Prater.....	Minnesota Mining and Manufacturing Co., Asst. Adv. Mgr.	Minnesota Mining and Manufacturing Co., Chemical Div. Adv. Mgr.
Arthur T. Safford.....	Olin Mathieson Chemical Corp., V. P. Mktg., Packaging Div.	Olin Mathieson Chemical Corp., Dir. of Mktg.
Lawrence H. Smith.....	Mobile Oil Co., Commercial Program Mgr.	Mobile Oil Co., Commercial Adv. Mgr.
Robert Waugh.....	Canadian Advertising Agency, Mgr., Winnipeg Office	Dow Brewery, Media Supv.

*
top
acceptance

*
more
listeners
than all other
stations combined



lowest
cost*
per thousand

WHAT DO YOU LOOK FOR WHEN YOU BUY?

* **More listeners?** WCCO Radio delivers a whoppin' 54.5% share of audience—more listeners than all other Minneapolis-St. Paul stations combined.

* **Lowest cost per thousand?** WCCO costs less than one-third of the average of all other Twin Cities stations.

* **Top acceptance?** WCCO's popular programming has held the majority of listeners for more than 35 years; the only radio station in America to win the coveted Peabody award in 1960. * **No question about it**—the right way to reach the 1,022,610 radio families in WCCO's 114-county basic service area is . . . buy WCCO Radio!

WCCO
RADIO
Minneapolis • St. Paul

Northwest's Only 50,000-Watt 1-A Clear Channel
Station / Represented by CBS Radio Spot Sales

Source / Nielsen Station Index, March-April, 1960 / StationTotal, 6 AM-Midnight, 7-Day Week



"BIBLE OF THE INDUSTRY"

Through long and often somewhat presumptuous usage, this tired old tag has been applied to a long and oddly-assorted list of business-papers. Obviously, it's supposed to imply authority and prestige, as the one-and-only indispensable reference work with the highest reader interest in its field.

Here at Miller Freeman, we'd never go so far as to say that any of our publications or their special issues are "indispensable" to anybody (except us, maybe). However, we do have a pretty good track record, something we know for the good reason that our readers and advertisers tell us.

We know, for instance, that the World Review Numbers of *Pulp & Paper* and *Pulp & Paper International* get long hard use. The same goes for our *Timberman* and *Lumberman* special issues, and our annual *Handbook & Directory of the Forest Industries*, and others, which earn their keeping all over the country.

We feel that these references are an important MFP service; useful, authoritative guides to better business through better knowledge. Next time you're wrapping up a schedule for any of our markets, spot some insertions in these issues as part of your program. You'll be in good company.

MEASURED TO MARKET

Coverage-Content-Cost
PULP & PAPER • PULP & PAPER INTERNATIONAL • CONSTRUCTION WORLD • THE LUMBERMAN • THE TIMBERMAN • MINING WORLD • WORLD MINING • CLEANING AND LAUNDRY AGE • SEA & Pacific Motor Boat • PACIFIC FISHERMAN • PACIFIC WORK BOAT • PACIFIC LAUNDRY & CLEANING JOURNAL • WESTERN BUILDING • WESTERN BAKER



MILLER FREEMAN PUBLICATIONS

San Francisco • New York • Chicago
 • Seattle • Cleveland • Vancouver,
 B. C. • Los Angeles • Atlanta •
 Portland, Ore. • London, England •
 Cologne, W. Germany

Advertising Index

Adhesives Age	112	Little Rock Arkansas Gazette.....	
Van Brunt & Company		Phillip G. Bach Advertising	
Aircraft & Missiles.....	69	Locally Edited Gravure Magazines.....	
Howard A. Herkavy, Inc.		Zimmer-McClasky, Inc.	
American Home	78, 79	Long Beach Independent	
Batten, Barton, Durstine & Osborn, Inc.		Press Telegram	
American Metal Market.....	77	Max W. Becker, Advertising	
Palmer, Cadella & Associates, Inc.		Look Magazine	
American Rifleman	80	McCann-Erickson, Inc.	
Moulton Advertising Company		Los Angeles Mirror-News.....	
American Telephone & Telegraph		Charles Levitt Company, Inc.	
National Yellow Pages Service.....	57	Machine Design	
Cunningham & Walsh, Inc.		Beaumont, Heller, Sperling, Inc.	
Ann Arbor News.....	116	McCall's Magazine	
The Fred M. Randall Company		Grey Advertising, Inc.	
Boot & Shoe Recorder.....	8, 9	McGraw-Hill Publishing Company, Inc.	
Lloyd Advertising, Inc.		Faller & Smith & Ross, Inc.	
Booth Newspapers, Inc.	116	Metro Sunday Newspapers, Inc.....	
The Fred M. Randall Company		The Weston Company	
Boston Globe	2	Michigan Farmer	
Batten, Barton, Durstine & Osborn, Inc.		Bert S. Gittens Advertising, Inc.	
Boston Herald Traveler, The.....	47	Midwest Unit Farm Papers.....	60, 66
Chirurg & Cairns, Inc.		Olmsted & Foley, Inc.	
CBS Television Film Sales.....	122, 123	Miller Freeman Publishing Company.....	
Chicago Daily News.....	21	New York News.....	
Batten, Barton, Durstine & Osborn, Inc.		L. E. McGivens & Company, Inc.	
Chicago Sun Times.....	113	New Yorker, The.....	4th C
The Buchen Company		Chirurg & Cairns, Inc.	
Chicago Tribune	87	Newsweek	
Foots, Cone & Belding		Fletcher Richards, Calkins & Holden, Inc.	
Chilton Company	64, 65, 114, 115	Philadelphia Evening & Sunday	
Gray & Rogers		Bulletin	
Columbus Dispatch	80	N. W. Ayer & Son, Inc.	
Wheeler Kight & Gaine, Inc.		Philadelphia Inquirer, The.....	
Commercial Appeal, The.....	20	Al Paul Lefton Company, Inc.	
Archer & Woodbury, Inc.		Playboy Magazine	
Elks Magazine	95	Marsten & Aubrey Advertising Agency	
Persons Advertising Company		Pontiac Press	
Everywoman's Family Circle.....	102, 103	Larue Cleveland, Inc.	
Dancer-Fitzgerald-Sample, Inc.		Practical Builder	50
Fawcett Publications	4	Tobias, O'Neil and Gally	
C. J. La Roche and Company, Inc.		Proceedings of the IRE.....	
First Three Markets Group.....	111	Raymond Schoonover Advertising	
Goold and Tierney, Inc.		Purchasing Magazine	
Fort Worth Star-Telegram.....	121	The Schuyler Hopper Company	
Rowland Broiles Company		Reader's Digest	84
Georgia Group, The.....	23	J. Walter Thompson Company	
Burke Dowling Adams, Inc.		Restaurant Management	
Good Housekeeping	28, 29	Saturday Evening Post.....	
Ellington and Company		Batten, Barton, Durstine & Osborn, Inc.	
Industrial Equipment News.....	16	Seventeen Magazine	
Feeley Advertising Agency, Inc.		Al Paul Lefton Company, Inc.	
Institutions Magazine	109	Sports Illustrated	
Torkel Gundel & Associates		Young & Rubicam, Inc.	
KGBS—Los Angeles	119	Standard Rate and Data	
Anderson-McConnell Advertising Agency, The		Service, Inc.	74, 75, 76
KOLN-TV—Lincoln, Nebraska	22	The Schuyler Hopper Company	
Doe-Anderson Advertising Agency, Inc.		Steel	2nd Cover
KOSA-TV—Odessa-Midland, Texas.....	101	Beaumont, Heller & Sperling, Inc.	
White & Shuford Advertising		Tacoma News Tribune.....	
Ladies Home Journal.....	3rd Cover	The Condon Company	
Doherty, Clifford, Steers & Shenfeld, Inc.		Traffic World	101, 126
		The Schuyler Hopper Company	
		Trigg Vaughn Stations.....	
		White & Shuford Advertising	
		True	
		C. J. La Roche and Company, Inc.	
		True Story Woman's Group.....	
		Fletcher Richards, Calkins & Holden, Inc.	
		U. S. News and World Report.....	24
		MacMannus, John & Adams, Inc.	
		WCCO Radio—Minneapolis	
		Ken Nelson Associates	
		WDBJ-TV—Roanoke	
		Howck & Company, Inc.	
		WGAL—Lancaster, Pennsylvania	
		John Gilbert Craig Advertising, Inc.	
		Woman's Day	
		C. J. La Roche and Company, Inc.	

TRAFFIC WORLD

is the weekly
 newsmagazine of

TRANSPORTATION MANAGEMENT

in every industry and in
 every mode of transportation

See our Service-Ad in SRDS



PHOTOGRAPH BY HOWELL COMANT

SHE CAN'T WAIT TO GET AT IT!

Over 60% of Woman's Day primary readers are deep into it by the day after purchase!

It's red hot and read, according to the new Roper Study.* Within 24 hours after purchase, more than one-third of the women questioned had already read and remembered up to 10 different features in Woman's Day . . . from recipes to decorating to advertisements! Proof they just can't wait to get at it! (And after they read it, they re-read it...and then read it again!)

Why? It's because Woman's Day is dedicated to the woman who makes a career of home-making. Every page is edited to her practical

daily needs. Over 4,350,000 women go out to buy Woman's Day—every month. They respond by re-reading, by clipping . . . by buying every time they go to the shopping center. The fact that she can't wait to get at it means you shouldn't wait to get in it. So schedule it now!

*Just one of the facts from the new Roper Study on why women buy Woman's Day . . . what immediate use they make of it . . . how long its influence endures. Ask your representative for all the revealing facts.



FAWCETT . . . SALESPOWER IN DEPTH

WHAT SHOULD A MEDIA BUYER KNOW?

THEY KNOW RATHER PRECISELY in Britain. And what account executives, and copy writers, and others employed in agencies should know.

This fascinating matter was explained to the AAAA this spring by Sinclair Wood, president of the Institute of Practitioners in Advertising. This is the national association of British advertising agencies. Its member agencies handle 85 per cent of British billing.

There are two kinds of members in the IPA: corporate and individual. There are two kinds of individual members: Members and Associate Members.

The Member, in general, is an account man. He is a person qualified by training and experience to advise a client on the planning, conduct, and execution of a national advertising campaign. The Associate Member is an expert in one of the technical branches of agency work, as copy, media, production.

Each one of these, to qualify for membership, has to pass three examinations: preliminary, intermediate, and final. The preliminary is based upon a person's basic education.

The person seeking to qualify for Membership has next to pass an intermediate. This covers introduction to advertising and its administration, English, two papers on reproduction, two on advertising design and presentation, two on media, and papers on copy, economics, law, and psychology.

He then takes the final, which consists of three 3-hour papers. In addition, he may have an oral examination. The papers may cover the theory of advertising, problem analysis, market and media research, preparation for marketing, sales organization, merchandising, demonstrations and exhibitions, campaign planning, financial advertising, the advertising agency, and the IPA itself.

Examination for Specialists

A different process is prescribed for the prospective Associate Member, since he aims to qualify as a specialist in only one technicality. He may try to pass in any one of 10 categories: copy, design, financial advertising, market

research, mechanical production and printing, over-the-air advertising, public relations in agency practice, television, cinema and radio, outdoor advertising, or TV, cinema and radio media.

The prospective Associate Member also takes an intermediate. This consists of two 3-hour papers. One is about advertising as a whole, the other a specialized paper within his chosen category. If he passes, he takes a final. This comprises three 3-hour papers, and there may also be an oral. One of the papers will be general covering the theory of advertising, problem analysis, campaign planning, and so on. The others will be very stiff papers bearing on his chosen technical field.

Before a candidate can sit for either final, he must be at least 18, since the age of 18, at least five years' experience with a recognized advertising agency.

Educational Program

It is one thing to have a system of examinations, Mr. Wood points out, and quite another to make it possible for persons to pass them. Hence, the great bulk of the Institute's educational work is devoted to providing and encouraging the means of instruction. There are part-time courses devoted to the Institute's examinations in a number of colleges, lecture courses at the Institute itself, and courses run by the agencies on their own premises.

Anyone who passes one of the IPA finals has reason to be proud of his achievement. Not much more than an average of 50 per cent of the applicants passed during the last few years. But the result is the production of advertising men with the right admixture of academic training and practical experience.

Advertising and the agency business in the United States are not professions, they are businesses. However, they are often loosely referred to as professions, and they are definitely becoming more professional. If they are ever to achieve true professional status, it would appear that certain general standards of competence must be established for advertising practitioners. The IPA system is only one approach.

Some
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lives



Husbands wear out!

Dear Editors:

I have been a widow for two years, and I want to shout out, to all wives everywhere: appreciate now, and do all you can to prolong, the privilege of being a wife. Or you'll be sorry.

There is, truly, no relationship like marriage. Someone chose you . . . gave you the gift of status . . . and the only attempt at understanding that will again come your way. Half a man's life on a platter. A built-in best friend. Someone to play with, walk in the first snow, wrap Christmas presents. With. Someone who remembers the same people and places and times . . . and your own young selves.

To each of you who still has her husband, I say violently, take care of him. He can't and won't do it for himself. Keep him as long as you can. You'll never have it so good again. From the exact moment of that knife-sharp cleavage, you are alone as you've never been alone in your life.

Sincerely,

Some of the most significant words in **Ladies' Home Journal** are often found on the "Letters" page. What more ardent relationship can there be between women and the magazine that is part of their lives? No wonder they like **Ladies' Home Journal** best—by far.

A CURTIS PUBLICATION



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The New Yorker creates

"I first encountered serious criticism in The New Yorker. Robert Benchley and later Wolcott Gibbs on theater, John Mosher on movies, Clifton Fadiman on books, helped shape my own style as a critic. There's hardly a critic or reviewer in the country who has not been moulded to some degree by The New Yorker's critics. Its

great influence has been to make criticism not only honest, which goes without saying, but humane and sensible which are rare and important virtues, too."

John Crosby
John Crosby, TV Columnist,
The New York Herald Tribune



